

serving the media-buying function

# Mediascope

June 1958  
50 cents

published by Standard Rate & Data Service, Inc.



EDWARD F. McEVOY

Senior Vice President  
J. J. Cunningham & Walsh, Inc.

*Stress the well-rounded  
marketing approach  
in media selection."*

page 28

NEWSPAPER CHECK LIST ..... Staff 53  
END IN YOUR BALLOT! ..... Botthof 5  
INTERNATIONAL MEDIA ..... Kron 31

PRESCRIPTION FOR MAGAZINES ..... Kobak 23  
MEDIA IN THE RECESSION ..... Staff 55  
BUYING BUSINESS PAPERS ..... Sawyer 38



## DICK CHRISTIAN\* HAD TO KNOW:

“How consistent  
is business magazine  
readership?”

\*Richard C. Christian, Executive Vice President  
Marsteller, Rickard, Gebhardt and Reed, Inc.

### McGraw-Hill Research had the answer

To support his firm contention that the majority of subscribers read every issue of an industrial publication, Dick Christian used this data furnished by the McGraw-Hill Laboratory of Advertising Performance:

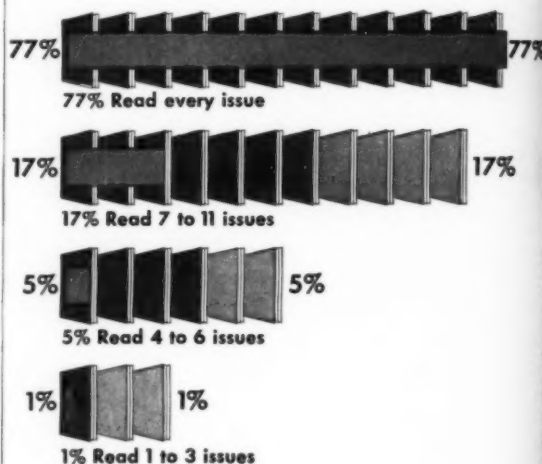
1. 77% of the subscribers to a monthly industrial publication read every issue.
2. 17% of the subscribers to the same monthly publication read 7 to 11 issues.
3. 94% of all subscribers, therefore, read more than half the issues each year.

“These facts,” reports Dick, “back our own readership research. In other words, readership is fairly level throughout the year. While there may be a slight drop during the summer months, it’s normally not enough to justify missing an insertion.”

Studies such as this are a continuing project at McGraw-Hill. This and others are designed to provide a better understanding of how good advertising in good business magazines helps create more sales.

By concentrating your advertising in one or more of the McGraw-Hill magazines serving your major markets, you will reach the men-who-buy—year ’round.

#### NUMBER OF ISSUES OF A MONTHLY PUBLICATION READ DURING THE YEAR BY SUBSCRIBERS (100%—177 Subscribers Who Answered Question)



From Laboratory of Advertising Performance Sheet 1052.2. Subscribers to an industrial publication were asked to indicate the number of monthly issues they read each year. 18.4% of those queried replied. More than three-quarters indicated that they read every issue. For those who read more than six of the monthly issues the figure rose to 94%. This is one of several Laboratory Sheets covering readership habits of monthly and weekly publications. For your copy of Sheets 1052.2, 1052.3 and 1054, contact your McGraw-Hill office.



# McGraw-Hill Publications



McGraw-Hill Publishing Company, Inc., 330 West 42nd Street, New York 36, N.Y.

MEMO TO MEDIA:

Media/scope is on the move!

The following advertisers have used space in Media/scope since the first issue accepting advertising, October 1957. They represent the finest media properties in the U.S. and Canada.

Advertising Council, Inc.  
Agricultura de las Americas  
Appliance Manufacturer  
Architectural Record  
Aviation Age  
Bakers Weekly  
Boating Industry  
Booth Newspapers  
Boston Globe  
Boston Herald-Traveler  
Boys' Life  
CBS Radio Pacific Network  
CBS Television Pacific Network  
Chicago Daily News  
Chicago Sun-Times  
Cincinnati Enquirer  
Contractors and Engineers  
Detroit Free Press  
Domestic Engineering  
Electric Light and Power  
Electronic Design  
Electronics Illustrated  
Family Weekly  
Farm Journal  
Farm & Ranch  
Fawcett Publications, Inc. (Research)  
Fortune  
Furniture News  
General Outdoor Advertising, Inc.  
Girl Scout Leader  
Greenville News & Piedmont  
Hamilton Spectator  
Hardware & Housewares  
Harper & Bros.  
Hitchcock Publishing Co.  
Hospitals  
House & Garden Magazine  
House & Home  
Implement and Tractor  
Industrial Publishing Corp.  
Institutions Magazine  
KNX, Los Angeles  
KPIX-TV, San Francisco  
Ladies' Home Journal  
Levittown Times - Bristol Courier  
Life  
Long Beach Independent Press-Telegram  
McCall's Magazine  
McGraw-Hill Publications (Corp.)  
McGraw-Hill Publications (Labr.)  
Machine Design  
Magazine Advertising Bureau  
Management and Business Automation  
Mart Magazine  
Missouri Press Service

(over)

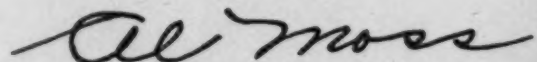
1052.2  
indicate  
3.4% of  
ed that  
x of the  
several  
ly and  
1052.3



N. Y.

Mutual Transportation Advertising  
NBC Radio Network  
NBC Television Network  
NBC Spot Sales  
Newsweek (Weekly Publications, Inc.)  
The New Yorker  
Office Appliances  
Olsen Publishing Co.  
Outdoor Advertising, Inc.  
Parents' Magazine  
Petroleum Week  
Petry & Co., Edward  
Philadelphia Evening & Sunday Bulletin  
Pictorial Review  
Pittsburgh Post-Gazette  
Playboy Magazine  
Popular Mechanics  
Product Design & Development  
Puck-The Comic Weekly  
Purchasing  
Purchasing Week  
Railway Age  
Redbook Magazine  
St. Paul Dispatch-Pioneer Press  
Saturday Evening Post  
Selling Sporting Goods  
Shubert Co., Allen E.  
Southam Newspapers  
Standard Rate & Data Service, Inc.  
Tacoma News Tribune  
Tauber Plastics, Inc.  
This Week  
Thomas' Register  
Time Magazine  
Together  
To The Bride  
Tourist Court Journal  
True  
True Confessions  
Watson Publications  
Whaley Co., Wm. E.  
WDIA, Memphis  
Weekend Magazine  
WHOM, New York City  
Woman's Day  
Yorke Publications

Cordially,



Albert W. Moss  
Advertising Director



# wherever there's news . . . there's the Southam man

YOU'LL SEE HIM at the United States Congress, at special sessions of the UN, or covering other important news developments anywhere through the length and breadth of the USA. He's the man from Southam's busy Washington News Bureau.

Last year for example, while covering the Royal Tour in the USA, the Southam man—one of the few newsmen privileged to do so—literally took his readers with him as he rode in the royal motorcade through the tumultuous New York ticker-tape welcome. This was just one of the many exciting experiences he shared exclusively with his Southam newspaper readers in Canada.

It's this type of *depth* coverage . . . articles written *exclusively* for Southam readers . . . from three major news centres, London, Ottawa and Washington, that has won the respect and confidence of more than 1,500,000 Southam readers in eight major centres across Canada. Reader loyalty is just one of the many good reasons why your advertising message goes further in the Southam newspapers.

OTTAWA *Citizen*  
NORTH BAY *Nugget*  
MEDICINE HAT *News*  
EDMONTON *Journal*

HAMILTON *Spectator*  
WINNIPEG *Tribune*  
CALGARY *Herald*  
VANCOUVER *Province\**

\*Published for Pacific Press Ltd.

TORONTO—The Southam Newspapers,  
388 Yonge St., K. L. Bower, Manager  
MONTREAL—The Southam Newspapers,  
1070 Bleury St., J. C. McCague, Manager  
GREAT BRITAIN—F. A. Smyth, 34-40 Ludgate Hill,  
London E.C. 4, England  
UNITED STATES—Cresmer & Woodward Inc.  
(Can. Div.), New York, Detroit, Chicago,  
San Francisco, Los Angeles, Atlanta



IN CANADA YOU GET ACTION WHEN YOU ADVERTISE IN

**THE SOUTHAM NEWSPAPERS**

GO-6668

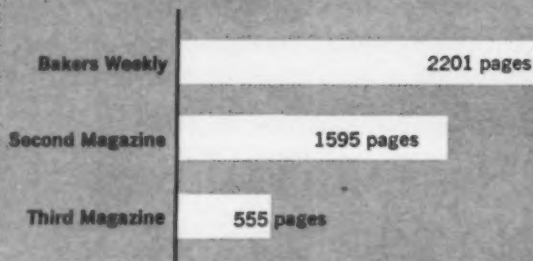


# Advertisers prefer **BAKERS WEEKLY**

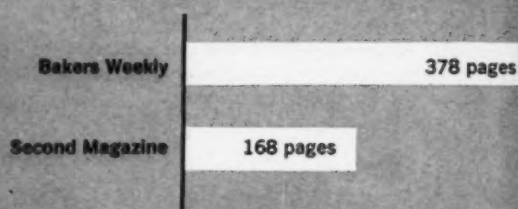
During 1957, BAKERS WEEKLY again was the *preferred* business magazine serving the \$4½ billion bakery field.

Advertisers invested *more dollars and more pages* in BAKERS WEEKLY last year than in its two nearest competitors *combined!*

Advertising pages appearing in business magazines serving the baking industry during 1957:



Among exclusive advertisers, Bakers Weekly carried twice as many pages as any other publication in the field:



Year after year, BAKERS WEEKLY has carried the lead in advertising pages. Here is the record for the past nine years of its lead over the nearest competitor:

Year	1957	1956	1955	1954	1953	1952	1951	1950	1949
Lead in ad pages	606	487	385	401	313	372	486	457	482

Preference for BAKERS WEEKLY is based upon...editorial superiority...circulation quality...sales power. A look at any issue will tell you why.



## BAKERS WEEKLY

the business magazine of the baking industry



71 Vanderbilt Avenue, New York 17  
520 North Michigan Avenue, Chicago 11



West Coast: Smith & Hollyday, Inc.  
Russ Building, San Francisco 4  
5478 Wilshire Boulevard, Los Angeles 36

*"The Bakery Market—an analysis by Bakers Weekly" contains the latest authentic market data on the \$4½ billion baking industry. Write for your copy.*

# Media/scope

published by Standard Rate & Data Service

## MEDIA PLANNING

Magazines—Crisis in a Recession.....	JAMES B. KOBAK	23
Media Buying at Cunningham & Walsh..Interview with	NEWMAN F. McEVoy	28
What Is the Legality Now of Compulsory Combination Rates	MORTON J. SIMON	41
Media/scope's Index of Advertising Costs.....	H. J. JOHNSON	64

## MEDIA TECHNIQUES

A Primer on Buying Business Paper Space.....	HOWARD G. SAWYER	38
How to Treat Space Salesmen.....	RALPH SADLER	49

## ORGANIZATION MATTERS

Program for an Association of Buyers of Media.....	WALTER E. BOTTHOF	5
Will Instantaneous Playback (Video Tape) Facilitate Scheduling?—		
Media Forum .....		21
Buyers Favor Association Idea.....		33

## MEDIA AND MARKET DATA

New Horizons in International Advertising.....	ARTHUR A. KRON	31
Media Research: What Does It Mean to Copywriters	JANET WOLFF and BERNARD OWETT	46
A Supplement for Suburbia.....		51
Check These Points Before Buying Newspaper Space.....		53
Media and the Recession.....		55
Are National Magazines Going Local?.....	LIONEL M. KAUFMAN	60
VIDEODEX National Rating Analysis.....		71

## TRENDS AND TREND MAKERS

Scope on Media: A Look Around and a Look Ahead.....		9
Men of the Month in Media.....		18
John William Davis: Mr. San Francisco.....	JOHN MCCARTHY	34

## WHAT'S AHEAD FOR JULY

Check List for Buyers of Spot Radio.....	Staff	
Media Directors Applaud Association Idea.....	Staff	
Kaiser Aluminum's Advertising Director: Media/view with	ALBERTO H. DE GRASSI	
Media/scope's Survey of Agency Media Departments.....	Staff	
Which Is Better—A Long Campaign or a Short One?.....	DR. HARRY B. WOLFE	

## DEPARTMENTS

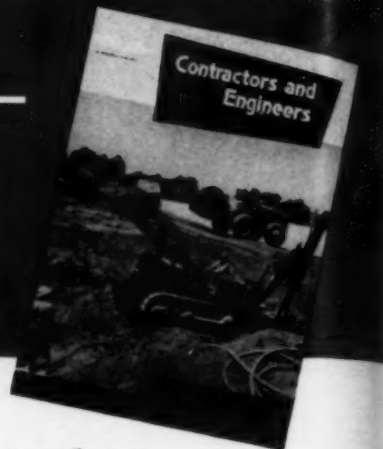
Publisher's Notebook			Media/dates .....	59
WALTER E. BOTTHOF	5		Personnel Changes .....	61
Trade Talk.....	DAVE WASKO	12	Market Studies of Month.....	69
Media/quotes .....		13	Media Study of Month.....	70
Letters .....		14	Advertisers' Index .....	71
Media/quest.....	JOHN F. KLATT	58	Editorial .....	72

## COVER:

Newman F. McEvoy, senior vice-president and media director, Cunningham & Walsh, New York. Oil painting by Merlin Enabnit.

**MEDIA/SCOPE** is published monthly by Standard Rate & Data Service, Inc., 1740 Ridge Ave., Evanston, Ill. Printed in U.S.A. Accepted as controlled circulation publication at Lafayette, Ind. Copyright 1958 by Standard Rate & Data Service, Inc. Subscription rates: U.S. and Possessions and Canada, \$3 a year, \$5 two years, \$7 three years. All other countries, \$6 a year. Change of mailing address must be received by the Circulation Department four weeks in advance of publication date.

# FIRST in Contractor Circulation— Contractors and Engineers



**Here's how 'Contractors and Engineers' selective (controlled) circulation policy produces broad contractor coverage and depth circulation with certified purchasing influence.**

## 61% more construction companies

Free to choose readers, CONTRACTORS AND ENGINEERS' Circulation Department has produced the best contractor coverage available in construction publishing. Clearest proof of this is the fact that C&E goes to 8,133 more construction companies than CONSTRUCTION METHODS.

	C&E	CM	CE
Contractor Circulation	34,167	29,323	32,299
Contractor Companies	21,383	13,250	Not Known

Since a contractor has but to qualify (by type of work and volume of business) as a construction purchasing influence to begin receiving C&E, our lists contain virtually all large construction firms, many medium-size companies and some small enterprises.

**Quality control of depth circulation... Advanced circulation techniques assure C&E advertisers that C&E's depth circulation in large companies consists of men with purchasing influence.**

When a company's growth warrants an increase in the number of key personnel receiving C&E, the highest-ranking executive already on the list is asked to nominate the prospective recipients on a special form. Instructions clearly specify that the single criterion to be followed in choosing new readers is "could they influence the kind of equipment and materials we use on a job?" (See facsimile). The names submitted are certified as purchasing influences by the company executive and job titles are reviewed by C&E's Circulation Department before the new names are added.

(actual facsimile of form, names fictitious)

### NEW RECIPIENT FORM

The following names are submitted to receive complimentary copies of CONTRACTORS AND ENGINEERS.

Mr. John S. Smythe, V.P.  
Smythe Constructors, Inc.  
3421 Able Avenue  
Montgomery, Arizona

*Note: this top executive nominates men in his company to receive Contractors and Engineers on this basis*

**INSTRUCTIONS**....the single criterion to follow in choosing new readers is "could he influence the kind of equipment or material we use on a job?" This, of course, might include not only top executives, purchasing agents, chief engineers, and equipment managers, but also field men at the project manager or construction super level, and the top man in the maintenance shop. Anyone who meets the above criterion—regardless of actual title—merits your consideration to be placed on the enclosed "New Recipient Form".

NAME: Arthur G. Elmford  
TITLE: Project Manager  
FIRM: Box 423  
ADDRESS: Arden, Arizona

NAME: Ben L. Fergus  
TITLE: Equipment Manager  
FIRM: 3421 Able Avenue  
ADDRESS: Montgomery, Arizona

*Note: names certified as buying influences by company executive*

Signed by: *John S. Smythe*  
Vice-Pres  
May 12, 1958

6-333

## C&E Circulation Most Up-To-Date

Since we choose the reader, C&E's circulation is the easiest to change to conform with the changing status of personnel in a constantly changing industry.

Men with newly-acquired authority are checked against C&E's circulation lists as soon as their status becomes known. If they are not already on our lists, they are immediately added.

# Contractors and Engineers

magazine of modern construction

470 Fourth Avenue, New York 16, N. Y.

Chicago, Illinois 2100 Daily News Bldg. Financial 6-4611	Cleveland 14, Ohio 204 The Arcade CHerry 1-1755
Lookout Mountain, Tennessee 121 North Hermitage TAYlor 1-2853	Los Angeles 27, Calif. 1870 Hillhurst Avenue NOrmandy 5-5143

A Bittenheim Publication

Media/Scope, June 1958





## **MEDIA/SCOPE**

Serving the media-buying function

## **PUBLISHER**

Walter E. Botthof

## **EDITORIAL STAFF**

Roger Barton, *Editor*  
Harold E. Green, *Executive Editor*  
Ephraim A. Lewis, *Associate Editor*  
George A. Swishelm, *Associate Editor*  
Marilyn Kirschner  
*Editorial Associate*  
Ann Maher, *Editorial Assistant*  
Lincoln W. Mott, *Art Director*  
Dr. H. P. Alspaugh,  
*Marketing Consultant*  
Harry J. Johnson, *Research Consultant*

## **BUSINESS STAFF**

Albert W. Moss, *Advertising Director*  
**NEW YORK—**  
Thomas W. Carr,  
*Eastern Advertising Manager*  
Leonard T. Giarraputo, *District Manager*  
Joseph M. Dunn Jr., *District Manager*  
**EVANSTON—**  
William B. Birdsall,  
*Western Advertising Manager*  
Theodore B. Breskin, *District Manager*  
Warren A. Daniels, Jr.,  
*District Manager*  
**LOS ANGELES—**  
Don Harway & Co.,  
*Pacific Coast Representative*  
George J. Heitz, *Promotion Manager*  
A. G. Gibbs, *Circulation Director*  
Bernard F. Kroeger, *Circulation Manager*  
Dorothy Vaaler,  
*Advertising Production Manager*

## **EXECUTIVE OFFICERS**

Walter E. Botthof, *Chairman of Board*  
C. Laury Botthof, *President*  
Albert W. Moss,  
*Executive Vice President*  
E. L. Botthof, *Secretary*  
Frank J. Ceithaml, *Vice President*  
John F. Klatt, *Executive Manager*

## **EDITORIAL AND BUSINESS OFFICES**

**PUBLISHING & EXECUTIVE OFFICE**  
1740 Ridge Avenue  
Evanston, Illinois  
Hollycourt 5-2400

**MAIN EDITORIAL & SALES OFFICE**  
420 Lexington Avenue  
New York 17, New York  
Murray Hill 9-6620

**PACIFIC COAST OFFICE**  
Don Harway & Co.  
1709 W. Eighth St.  
Los Angeles 17, Calif.  
Dunkirk 2-8576

# Send in Your Ballot

If letters and telephone calls commenting on the Publisher's Notebook in the May issue are an indication, the reception given the idea of a *national association of buyers of media* is most enthusiastic! Typical of the comments are:

I think this is a very good idea. All the other associations are too general for media people. The media buyer is interested in systems, dollars, planning. They all talk about layout, or copy, or space selling. Here we could work over our common problems, problems such as how to work out short cuts without losing effectiveness. There are many problems we all have in common that we should discuss. Here would be our opportunity. I am in favor of an association of buyers of media.—John Priebe, media and research director, Reincke, Meyer & Finn.

An association such as this could be very helpful, but so much would depend upon the direction and control, particularly at the outset. I would not be interested in a social type of group. On the other hand if an association such as this would screen media presentations, for example, before presentation to clients, it would serve a good purpose. An association such as this would need strong leadership.—Reginald Dellow, director of media, Grant Advertising, Inc.

There are so many problems that we buyers have. Perhaps an association could help us solve many of them. For instance, in spot time buying we are faced with such problems as local vs. national rates . . .

As to the type of meetings, whether it would be better to have round table discussions or speakers I can't say. Both have their advantages. I am sure such an organization is worth a trial.—Jack Matthews, media director, Clinton E. Frank, Inc.

In keeping with my promise, I also quote the one negative reaction, this from James Nance, print media director, Batten, Barton, Durstine & Osborn, Chicago:

Too often media people are regarded as specialists. Such an association may further this impression. Years ago, buyers were like accountants. One important function was to "keep the books." Being a media buyer was almost like belonging to a guild. I have nothing against guilds, but that might be too limiting. I believe media work and planning should be part of the overall marketing strategy. I see no more reason for an association of media men than I see for an association of account executives.

Still another reader of MEDIA/SCOPE points out the stimulating influence which an open forum of media people would have in solving some of

the problems they face in areas such as circulation, media research and presentations, reader and listener characteristics, broadcast rating inconsistencies, advertising readership studies, measurement of total potential radio and television audiences, rising media costs, sales effectiveness of media, recruitment and training of media personnel.

#### ***Founding Committee Proposed***

In order to help you who are interested in such an idea take some positive action, MEDIA/SCOPE incloses a return post card next to this page. It offers you an opportunity to indicate your choices for a National Founding Committee, whose task it will be to design the framework of the proposed association.

The Founding Committee, selected from the cards returned by you buyers of media, will be announced as soon as enough cards come back to be indicative. Their plans for the Association, as developed, as well as any other steps they suggest, will be reported faithfully in MEDIA/SCOPE.

Certainly, those whom you choose for the Founding Committee will be aware that the common interest of all those who buy advertising demands a pooling of experience, a two-way flow of information between buyers and sellers of advertising, and the impetus of a common effort. Certainly, they will be aware that these common interests range through every and all kinds of advertising media.

#### ***Suggested Objectives of Association***

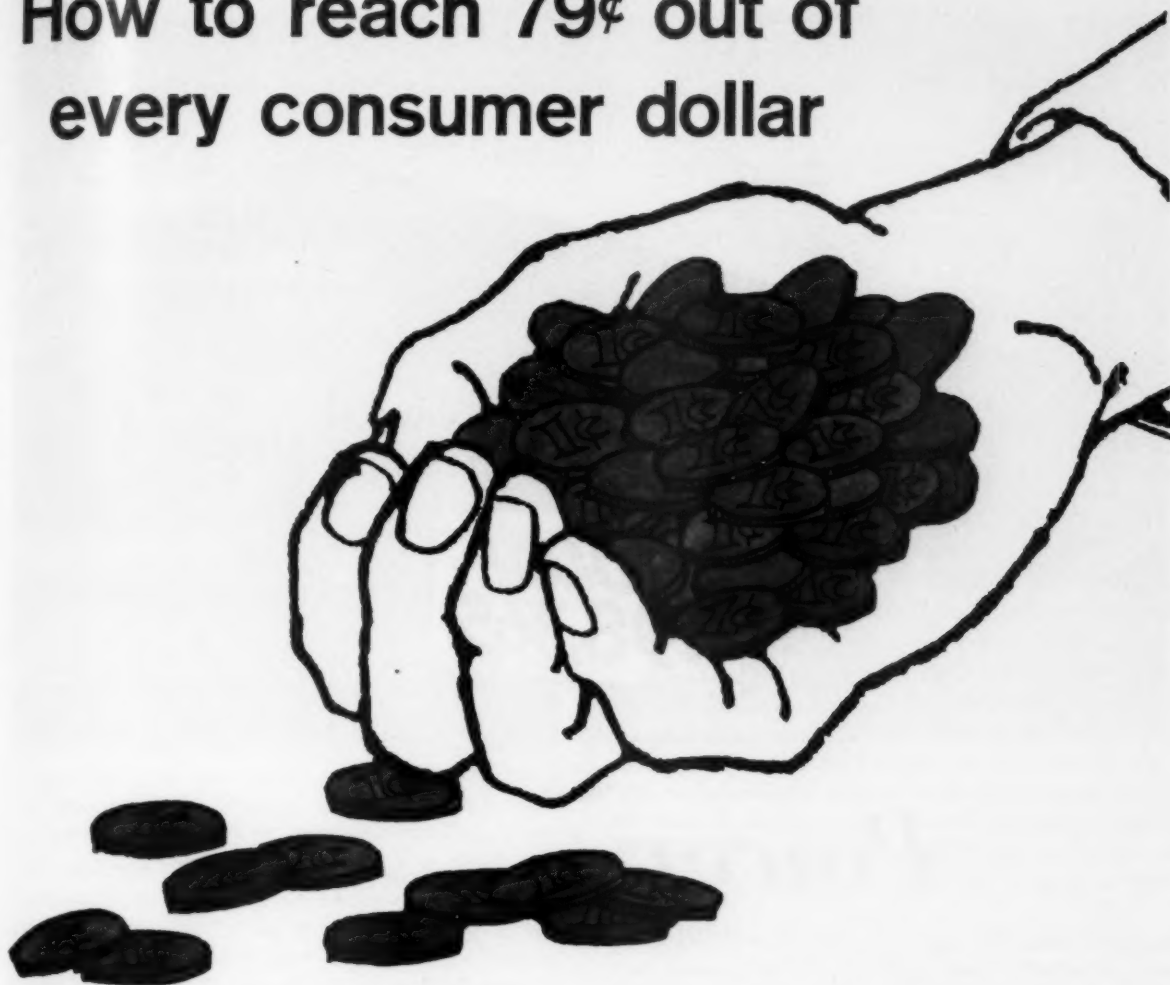
The objectives which this Committee will stipulate for such an association might well include the following:

- Provide all members with information and regular services designed to inform all who buy advertising on all pertinent phases of media, and to aid members, individually and collectively, in the solution of common problems.
- Foster a broader and better understanding among members and among allied interests—advertisers and advertising agencies, business organizations, educational institutions, students, governmental organizations—of the contributions to the American way of life of those who purchase advertising.
- Stimulate broader and more intelligent use of advertising media through expanded knowledge of the power of all advertising vehicles.
- Demonstrate the professional skills and techniques of those who buy advertising and thus enhance, within the advertising business and within their communities, the stature of all buyers of media.

But, the first thing to do is to select some persons to guide us. Please write your nominations on the post card attached and mail them to me.

*Walter D. Boney*

# How to reach 79¢ out of every consumer dollar



## Figures just released show impressive size and spending of LIFE's cumulative audience

**One issue of LIFE** reaches a lot of households—15,320,000. That's 31% of the U. S. total. But get this: they spend 38% of all dollars spent on consumer goods and services. Think that's a big market? Well, look how it builds up . . .

**13 issues of LIFE** reach 34,440,000 different households—70% of all U. S. households. And they account for 79% of all dollars spent for consumer goods and services. Isn't that the kind of selling opportunity you're looking for?

Especially with this new fact from LIFE's *Study of Consumer Expenditures*: of these 34,440,000 different households, 13,020,000 will, on the average, read 10 out of 13 issues of LIFE.

Got those figures? They mean that LIFE's audience is huge (even bigger than we suspected). It is responsive—buys much more than its per capita share. It could be very profitable for your product. Shouldn't you be selling in LIFE?

	HOUSEHOLDS REACHED	% OF TOTAL U. S. HOUSEHOLDS	% OF U. S. CONSUMER SPENDING
<b>Single issue</b>	<b>15,320,000</b>	<b>31%</b>	<b>38%</b>
<b>One or more of 13 issues</b>	<b>34,440,000</b>	<b>70%</b>	<b>79%</b>

ONLY

**LIFE**

gives you so much sales potential . . .  
so swiftly, so surely



***Power** ...to get action...to move  
people...to sell goods*

## THE CHICAGO DAILY NEWS

Chicago's home newspaper, produced  
\$198,365 worth of house sales with  
930 lines of advertising\*

*\*Mr. Ralph H. Johnson of Meadow Lane Homes, Chicago, wrote: "You have done it again! On November 22 and 29 we ran two ads with your paper totaling 930 lines. The response was sensational! The ads produced \$198,365 in sales—more than \$2,000 in sales per line!"*

USE THE POWER OF THE "NEWS"  
IN CHICAGO



# Scope on Media

## A LOOK AROUND AND A LOOK AHEAD

Using an approach that has been advocated in *Media/scope*,\* Alfred Politz has executed for *The Saturday Evening Post* a study of the exposure to readers of an average advertising page in that magazine.

In his article in *Media/scope* in March, Blair Vedder (who has since become media director of Needham, Louis & Brorby, Inc.) declared:

What most advertisers really want to know about any medium is *not* simply how many people are exposed to the medium, but how many are apt to be exposed to his advertisement on whatever page it may appear in a periodical or at whatever given moment during a radio or television broadcast.

In his introduction to *The Saturday Evening Post* study, Mr. Politz states:

... exposure to advertising is independent of qualities of the individual advertisement, and is exclusively the medium's responsibility, whereas perception of the advertising is not, because it depends upon qualities of the ad which the medium does not control. Exposure is the physical opportunity the medium creates for a person to perceive advertising.

So, let us say that the *objective* sought by Politz and *The Post* in their study is an advanced one in media research. They seek to determine not merely 1) The audience of *The Post*, because such figures do not indicate exactly the opportunity that an individual advertiser has to getting his advertisement read; nor merely 2) The readership of his advertisement, because that is an activity that may be influenced not so much by the magazine itself as by the advertiser's product or artist or writer, but Politz and *The Post* are trying to determine exactly what opportunity the medium offers the advertiser for having his advertisement seen by a reader of *The Post*. Whether the advertisement is read or remembered after it is exposed is a consideration that is the responsibility of the writers and artists who devised it.

**Advertising page exposure.** What Politz has found is that the average single page of a copy of *The Post* containing any advertising has a rating of 5.8 *exposure days*. What is an exposure day? Politz first ascertained that each copy of the 5,100,875 *Posts* printed each issue was read by 4.0 persons. This gives an audience of 20,621,000. However, each copy is looked into an average of twice by each one of these more than 20 millions, so that gives 41,783,00 *exposure days* to the issue, or an average of 8.2 issue exposure days per copy. However, it cannot be expected that on each day that a person who looks into an issue of *The Post* he will scan *all* the pages on which advertising appears. Politz found that the aver-

age number of exposure days for a single page across both editorial and advertising in *The Post* is 5.9 per copy and for an advertising page is 5.8 per copy, indicating little difference between the exposure to editorial and to advertising in the issue.

All this will mean more if *The Post* subsequently finds that the same measure applied to other magazines shows that its figure is high. For that will indicate that the long, continued stories in the magazine carry the reader along with them, and in the process expose him to the adjacent advertising. The fact that Politz does media studies for *The Post*, *The Reader's Digest*, *Look*, and *Life* does not mean that these studies are not used competitively by the sponsoring publications. Politz has much research imagination, and the last publication to tap it does not necessarily buy his whole store of ingenious ideas.

**Questions on techniques.** Where the media and the technicians may come to odds more readily is not over the general approach, but over the techniques that Politz has used to produce his findings. These included a glue-spot device, wherein persons revealed their readership of the issue by turning pages that had been sealed together by a tiny spot of glue, and another check study wherein a one-way mirror was used to observe readers' perusal of an issue.

Whatever the technical doubts and difficulties, it appears that the concept of *advertising page exposure* is new, basic, and valuable. The technical questions will eventually and assuredly be resolved.

**Magazines vs. television.** *The Post* has offered this technique to other magazines, and it is possible that some of them see in it a weapon against a major competitor, television. So far, comparisons between consumer magazines and television have been based frequently upon Starch readership ratings for magazines and Nielsen exposure data for television. Such comparisons have been somewhat tougher on the print than the broadcast media, because it requires more work on the part of a consumer to read than to look and listen.

This new technique is a more effective tool for the magazines, because it enables them to show an advertiser that his message gets repeat exposure without a repeat payment on his part. The exposure days per advertising page per readers are 1.4 for *The Post*, but for any single television commercial they can be but 1.0. These findings have significance for all magazines, not just *The Post*, just as they may have significance for competitive television.

\*See editorial, "Purpose of an Advertising Medium," February, and "What Is Exposure Opportunity for Magazine Advertisements?" by Blair Vedder, March 1958.

## Scope on Media

### Gulistan and FC&B

One got the notion from recent news reports when Foote, Cone & Belding acquired the Gulistan carpet account from A.&M. Karagheusian, Inc., that something new in the way of agency-client financial relations was involved. This is not quite the case. Both Charles Konselman, Karagheusian's advertising director, and Rolland Taylor, president of FC&B, tell Media/scope that the agency has the account on a commission basis, but that if billings fall below a certain figure (the account is estimated to bill between \$750,00 and \$1 million), the agency will be paid a fee to make up the deficit in the commissions that would otherwise have been earned. This is not an unusual arrangement between agencies and clients. Mr. Konselman says that the reason for the arrangement is that his company "wants first-class service, whether it's for a trade ad or for a four-color spread in *Life*."

Everyone in the advertising business is alert for any change in agency-client relationships that may presage the demise of the 15 per cent media commission, but this is not one of them, contrary to first published impressions. ■

### Auto Radio Measurement

C. E. Hooper, Inc., is working on a device that functions somewhat like a police traffic counter and is used to measure use of automobile radios. It tells the number of cars passing a given spot on a highway, whether or not the radio set is turned on, and the frequency that it is tuned to. Two main technical problems remaining are how to make the instrument indestructible, and how to make it capable of discriminating between closely adjoining frequencies. ■

### Postal Rates and Magazines

There appears little chance that consumer magazines will escape the effects of a postal rate rise. There is just as little chance that advertisers will escape substantial rate increases as publishers strive to keep their operations on the black side of the ledger. Here's why.

Kent Rhodes, production manager of *Reader's Digest*, has compiled some revealing figures on the effects of the crippling rate rise on magazines. Mr. Rhodes emphasizes these things:

- He's talking about total rate increases, first and third class as well as second.
- Different magazines will be affected differently. For example, some magazines (among them *Life*) use re-entry points. That is, they ship magazines to individual markets at their own expense, and mail them

locally. There are also variations in the proportion of circulation mailed and sold on newsstands. Then again, some publishers have more of a preference for direct mail than others. All of these factors bear on the impact the rate rise will have.

Here are Mr. Rhodes' results: Three small publishers (gross revenue in 1956: \$1 million to \$2.5 million) had a postage bill of \$70,000 to \$256,000, or 7-10 per cent of revenue.

Four large publishers (revenue in 1956: \$50 million to \$190 million) paid a postage tab in that year of from \$4 million to \$7 million, or 5-14 per cent of revenue. The postage rate bill would increase the average publisher's postage bill about 50 per cent in three years (third class would rise from 1.5 cents to 2.5 cents; third class would rise about 45 per cent).

In short, postage increases will add about 7 per cent to publishing costs, which would require between 3 and 4 per cent in additional revenue in order for the publisher to stay even. This, of course, in addition to the normal revenue increase required to keep up with other increasing costs.

James B. Kobak, a partner in the accounting firm of J. K. Lasser & Company, spells out the implications of the postal rate rise bill in even clearer terms. Mr. Kobak postulates a typical consumer magazine with \$1,550,000 in gross revenue, and a profit of 4.5 per cent before taxes, or \$70,000. Circulation is about 320,000; advertising pages average 55 per issue; frequency is monthly.

According to Mr. Kobak, the postal rate increase at the end of three years will add 5 per cent to the publisher's present costs (\$74,000). Assuming (optimistically) that the magazine's profit margin remains constant, and that his revenue grows to, say, \$2 million, then he normally could expect a profit of \$90,000. But add the cost of extra postage to his costs, and his profit is cut to 0.8 per cent, or \$16,000 before taxes. Deduct provision for taxes—and the magazine's profits shrink to exactly nothing.

This, mind you, is for a medium-sized magazine. The bigger the magazine, the more it will suffer. The result: publishers will have to increase both subscription prices and advertising rates in order to stay in the black.

The ironic thing about the postal bill is that it has been drafted on the basis of cost allocation figures which are extremely dubious. It has certainly not been proved that second-class or third-class mail pays less than their due share. On the other hand, there's nothing dubious or vague about the figures you have just read. They spell trouble for magazines. ■

# Hard-working Dollars...

Because business today is recounting its dollars for advertising, as for all other expenditures, we believe the following facts should be of interest to all advertisers in their current re-appraisals of media, money and markets:

## 1. MEDIA SELECTION

In the first quarter, 1958, 69 new advertisers chose NEWSWEEK—many more than any other magazine in the newsweekly field during this period.

## 2. INVESTMENT VALUE

NEWSWEEK is consistently delivering more readers in Business, Industry and Government—more than ever vital targets—per advertising dollar than any other magazine.

## 3. MARKET COVERAGE

64.8% of NEWSWEEK's circulation is among families earning \$7,500 and over—the group that is continuing to do the buying ... and NEWSWEEK's total circulation continues to grow. As of the first quarter, 1958: 1,230,000\*—well beyond our established rate base. Evidence that NEWSWEEK is truly one of today's most efficient advertising vehicles.

\* Publisher's Estimate

**Newsweek**



... the  
magazine  
for  
communicative  
people



Harry Johnson Knows

## He's Seen the Long Beach Market



Media Director,  
Campbell-Mithun, Inc., Minneapolis

*Harry Johnson has obtained first-hand facts on the Long Beach part of the nation's 2nd largest market, the Los Angeles-Long Beach Metropolitan Area, by a personal tour. He is well aware of its fantastically rapid growth in population and sales in all categories.*

Long Beach-Lakewood retail sales went up nearly 10% last year above 1956... from \$603,337,000 to \$662,108,000... an increase of \$58,771,000!

The Independent, Press-Telegram covers more than 7 out of 10 Long Beach homes. No Los Angeles daily newspaper covers even 1 out of 10.

Sources: Sales Management Survey of Buying Power, 1957-1958. Audit Bureau of Circulations.

**Independent  
Press-Telegram**

Morning Evening Sunday

LONG BEACH, CALIFORNIA

Represented Nationally  
by

RIDDER-JOHNS, INC.

## Trade Talk



Dave Wasko

**Rich Recognition . . .** Brown & Butcher in their new issue of "A Statement of Standards, Policies and Practices," give the media-buying function rather unusual importance. What makes it unusual is that, in contrast to the regular practice of giving the creative effort all the credit for a successful advertising campaign, they have the gumption to admit that perhaps media selection has some significance in the picture. As a matter of fact, they did it quite handsomely by stating, "An agency's greatest—indeed its gravest—responsibility is the one of investing the money which a client entrusts to it."

**Proud Press . . .** It is fortunate for the organized outdoor advertising industry that its future does not rely on help from newspapers. A.A.A. President Harry Kirk gave the papers a big pat on the back for printing "hard-hitting editorials and . . . devastating cartoons," and said he was really impressed with the "fine" job they'd done.

**Circulation Confusion . . .** A short time ago, *Reader's Digest* promotion stated that the book had the largest magazine circulation in the U. S., more than 11.5 million. In the same week *This Week* promotion stated that 12 million families read it every week. It looks as though media buyers will have to do some interpreting of their own if they ever get to the point where they pit one of these publications against the other.

**Heads Up . . .** The Radio Advertising Bureau is working on future sales increases with what it calls a unique medium: Car Radio. No one can deny that more than 35 million car radios are an important selling point for the industry. The frightening thing about the way they presented the Car Radio story was that it appeared as though they were

warming up to sell it separately. Aspirin, anybody?

**Super Salesman . . .** The future superiority of newspapers as an advertising medium would be assured if Jim Gediman, executive vice president of Hearst Advertising Service, had delivered his N.A.E.A. keynote address at Madison Square Garden to the buying end of the advertising business. His talk, entitled "The Advertiser's Quadrilateral of Quandaries," was a rousing inquiry into why any advertiser ever bought any medium other than newspapers.

**Retail Revolution . . .** According to Norman E. Cash, president of the Television Bureau of Advertising, television's future potential is local retail advertising. With the number of television homes slowly reaching the saturation point, Mr. Cash looks to TV really to cut into the big retail advertising volume which newspapers have enjoyed on an almost exclusive basis for many years. One of the things he hopes to prove is that newspapers aren't developing sales for retailers as they have in the past. Considering that the Bureau of Advertising is setting out to prove that newspapers are producing more sales for retailers than heretofore, and less expensively than other media, the future presentations from these two outfits should be red hot.

**Cost Per Thousand . . .** According to Hugh Beville, N.B.C.'s vice president in charge of research and planning, network television's cost-per-thousand dropped from \$3.99 to \$3.54 between December 1955 and the same month last year. This situation, which came about with the natural increase in television homes and in spite of increased costs, is undoubtedly one of the things that has started the new cost-per-thousand activity. You'll still need a microscope to try to sort the apples from the lemons.



## Media/quotes

### THE MARKETING CONCEPT

Once we have identified the market more systematically and rationally, it will be equally necessary to justify the media strategy and the media mix. For example, advertising planners will be called upon to give better evidence on what proportion of the total potential market we should cover with our media, and how frequently we have to cover them. This is largely amenable to orderly scientific analysis even today. Similarly, practitioners shall be called upon to make more detailed defense of the distribution of our advertising impressions upon the potential market.

This is a virginal field which will respond dramatically to orderly study and analysis. For example, why are we today almost completely oblivious to the fact that conventional media schedules tend to over-communicate to some groups and to under-communicate to others? Why are we permitting our scheduling to deliver say five times as many commercial messages to one group of people as to another? Are the former less responsive than the latter? If they are, then why are we addressing ourselves to them? Are the less responsive ones harder to reach than the more responsive ones? If yes, that is no excuse for the wide divergence in the incidence of our message upon different groups of our potential market.

The marketing concept will progressively call upon advertising professionals to give a more cogent defense for the mix we put into television, into magazines and into newspapers than in the past. The new era will not accept someone's hunch that we should put a large share of the budget onto one medium over another. These hunches will have to be tested out by a more orderly and analytical look at the client's marketing problems and by the way the various media in combination can optimize our message impact upon the market. — G. MAXWELL, senior vice president in charge of marketing services, Kenyon & Eckhardt, Inc., before American Association of Advertising Agencies, at White Sulphur Springs, West Va.

### REAFFIRMATION OF SEX ROLES

Magazines offer helpful guidance in that they reaffirm the sex roles, that is, some magazines are very obviously for women, some very obviously for men. These, in effect, create private audiences where intimate and personal problems may be raised and (especially in the more serious women's magazines) frankly discussed. If the problems are common to the sexes they have the added virtue of being discussed in a completely

and unashamedly *partisan* manner, that is, with women reading the woman's point of view, on say, fidelity of marriage, and men reading the man's point of view. While it may be said the films and TV portray many of the battles between the sexes, it is the magazines who act as managers and seconds in between the rounds. In short, "vive le difference!" — HERBERT E. KRUGMAN, of Richardson, Bellows, Henry & Company, before Magazine Publishers Assn., at White Sulphur Springs, West Va.



There's quite a difference between a magazine that reaches a man on a certain day and a magazine that a man reaches for! Tourist Court Journal is the acknowledged bible of the business. It's the book tourist-court-motel operators the nation over look to and live by!

P. S. See our advertisement in Standard Rate & Data Service.

**TOURIST COURT JOURNAL**

Temple • Texas



# 70,000 Times a Day

Every day in the year \$120,000,000 worth of original, non-routine purchases are made by American Industry. To locate sources of supply for this vast demand, purchasing men refer to Thomas Register 70,000 Times a Day.

*TR produces consistent inquiries for consistent advertisers AT LOWEST COST!*

**THOMAS REGISTER**

461 EIGHTH AVENUE  
NEW YORK 1, NEW YORK  
Telephone OXford 5-0500



## Letters from Readers

### DISLIKES "MILLINE" RATES

Currently the milline represents the cost of one line of advertising circulated a million times. This was the definition established in 1921, and in the 37 years since there have been no changes. I feel that a change in this definition has been long overdue.

No display advertiser runs a one-line advertisement and so this part of the definition is not realistic.

Only a few newspapers have a million circulation, so this part of the definition, too, is not realistic and is hard to understand. A million of anything is difficult to visualize.

As an alternative, I offer the following definition for the term milline, "The cost of a one-thousand line advertisement per one thousand circulation," or, expressed more simply, "A thousand lines a thousand times."

The arithmetic in determining the present milline figure of any newspaper would not be affected by this change. A newspaper with a \$5.14 milline now still would have a \$5.14 milline under the new definition.

The important advantage is that more people could understand the low cost of newspaper advertising. Certainly a thousand-line advertisement is a fairly standard size, and the circulation of individual newspapers is often expressed and visualized in thousands.

Also, this proposed definition offers new opportunities in comparing newspaper advertising cost with the cost of other media, and I offer direct mail as an example.

It is easy for anyone to understand that postage alone for a thousand postal cards to tell an advertising message is \$20 per thousand. The cost of a thousand-line advertisement circulated to a thousand families in the average newspaper is only \$4.32—or approximately one-fifth as much as post card postage—for an advertisement almost one-half page in size. —THOMAS A. SINDING, Johnson, Kent, Gavin & Sinding, Inc., Chicago.

### RAILROAD ADVERTISING

In the article on railroad advertising in the April MEDIA/SCOPE you couldn't have said it better than in your headline: "Bigger Budgets, Bet-

ter Choice of Media Will Help Railroads."

But your recommendations jump the track. In suggesting local print and broadcast consumer media, you overlook the fact that 90 per cent of rail transportation is freight, and that the purchase of freight transportation is as much of a business specialty as is the purchase of advertising space, perhaps even more so, for about 90 per cent of freight transportation is purchased by industrial traffic managers, of whom there are less than 10,000 throughout the country.

Certainly any mass medium would be an inefficient way of promoting rail freight transportation to so limited a market, particularly when there is at least one business paper with 96 per cent coverage of this market. Nor is your reasoning correct when you say that "railroads are often of a regional nature," because in fact they seldom are, a large volume of their freight (and passenger) traffic originating and terminating off-line.

The railroad commuter problem is something rather special, and is confined to a relatively small number of major cities. It is true that the industrial traffic managers who do ride commuter trains might feel more kindly toward shipping by rail if the railroads had better public relations aimed at their commuters, and the same might apply for other passengers. But the use of mass media to promote a shrinking and unprofitable segment of business and justifying it by the remote excuse that such advertising would help the large and profitable part of the business is like saying that a rainfall will raise the level of the ocean.

The primary function of advertising is to sell. In the advertising complex the function of the media specialist is to find the most effective channels of communication between seller and buyer, real or potential. Your neglect to mention the function of transportation business papers to promote freight service sales—and your recommendation of mass media—together do not appear to bear out your claim to serve your own field. —E. F. HAMM, JR., publisher, *Traffic World*, Washington, D. C.

In the six budgets cited in the article, national and business magazines (the railroads generally present one figure for both media) were shown as ranking next after newspapers in popularity among railroad advertising managers. The recommendation was for bigger budgets to use media not now being used.—The Editor.

#### 15 PER CENT

My attention has been called to the very interesting comments on "Media and the Frey Report" on page 9 of the March issue of your publication. I am glad to see that there is recognition that one of the possible solutions to the agency commission problem would be the granting of equal commissions to advertisers who deliver advertising material to the publisher, or other media, in the same professional and business-like manner expected of a good agency.

However, there is one phrase in your publication's editorial comments on which I would like to comment. The statement is made "The media, by allowing a discount to advertisers, would still be paying for most of the cost of advertising services (copy, layout, media buying, planning, and so on), except that they would be handing the money over to the advertiser instead of to the agency."

It seems to me that this statement shows a fundamental misunderstanding of the very crux of this problem. First, all advertising revenue comes from the advertiser. It is his money that is spent, either directly by himself through his advertising department or indirectly through his agency.

Second, the media does not defray the cost of advertising preparation. If the advertiser uses an agency, he is being charged a gross amount sufficient to permit the publisher to credit 15% to the agency. But the dollars that go to the agency actually are the advertiser's dollars, and he knows this at the time he engages an agency.

Third, if an advertiser prefers to support his own advertising department, yet competes with advertisers who use agencies, in effect he is being charged a different price for space.

Fourth, in the one case the publisher received "captive dollars" from the advertiser for rebating to the agency. In the other case he receives the dollars without any restriction, and therefore has an extra profit.

I would like to make it clear that those of us who consider this unfair . . . and there are many who do . . . are not seeking any improper favors from our publisher friends. We realize that they must make a fair profit, and should continue to do so whether the agency commission is abolished or, on the other hand, extended to legitimate advertising departments.

Those of us who have large advertising departments with media service, copy service, art service, and all the other essentials, believe that we do not require from the publisher any special services which are not also supplied to our agency friends. We do not see why a publisher should supply a portion of the agency's income when, as a matter of fact, the agency is working for the advertiser, and not for the publisher.

I find that many of my publishing friends seem to feel as we industrial advertisers do, and I certainly hope you will continue to call a spade a spade and thus perhaps help in the attainment of a just settlement of the present inequitable situation. — KENNETH WRAY CONNERS, manager advertising & public relations, Leeds & Northrup Co., Philadelphia.

*Our differences in view do not represent "a fundamental misunderstanding of the very crux of the problem" on our part, as Mr. Connors states. They represent a fundamental difference in point of view as to the value of agency services. Mr. Connors, apparently, feels that the agency serves no useful function to the media, hence deserves no compensation from the media. This is a point of view that he will probably get few agencies to agree upon. He also assumes, apparently, that the net rate is the normal rate, and that advertisers should enjoy it as much as the agencies do. We feel that the normal rate is the gross rate, and that any discount allowed by the media from the gross rate is a matter in their discretion and is allowed for value received. We cannot see why the media should allow a discount to the advertisers; what do the advertisers do for the media other than to use their facilities?*

*We at MEDIA/SCOPE are inclined to feel that the agency commission may gradually disappear, but this is because of the broadening of agency services, wherein the agencies supply more marketing facilities that are not commissionable.—The Editor*

#### THE HITCHCOCK MEDIA-MAN of the MONTH



Mr. R. J. Terbruggen, Media Director  
Clark & Bobertz, Inc.  
Detroit, Michigan

Mr. Terbruggen says, "The initial step in preparing any advertising budget, is to determine the markets to be sold. Generally speaking, these markets can and should be blanketed with a vigorous trade paper campaign. Trade papers provide a vehicle for pin-pointing the advertising message to an individual market."

If you sell to the metalworking, wood-working or mass transportation market, Hitchcock publications' quality circulation, that drives your sales message direct to the heart of your market, and its editorial-readership atmosphere, achieved through superior editorial features, provide the best assurance that your sales message will be read by your prime prospects when they are in a most receptive mood.

#### THE HITCHCOCK PUBLICATION "FAMILY"

... where editorial leadership guarantees ad readership.

##### METALWORKING

Machine and Tool Blue Book  
Hitchcock's Machine and Tool Directory  
Carbide Engineering  
Grinding and Finishing  
Hitchcock's Machine Tool "Cyclopedia"

##### PUBLIC TRANSPORTATION

Mass Transportation  
Mass Transportation's Directory  
School Bus Trends

##### WOODWORKING

Hitchcock's Wood Working  
Hitchcock's Wood Working Directory

# hitchcock

PUBLISHING COMPANY  
WHEATON • ILLINOIS  
SINCE 1898





It's a fact worth repeating: 40% of all network sponsored time is on the NBC Radio Network. That's 33% more than the second network—a lead of 13 commercial hours per week. NBC is the only network to show an increase in sponsored time in the past year!

The number of advertisers has leapt ahead, too . . . from 26 in 1956 to 115 in 1957 . . . more advertisers

than any other network. Thirteen of the top pre-televised more l  
sion blue chip advertisers are now back on NBC Radio changi

Credit this growth to NBC's imaginative program audien  
ming aimed at increasing radio's usefulness for adve istene  
tisers and audiences. Concepts like STARDUST whi they a  
brings big star excitement back to radio; p: blic serv audien  
features like NEWS ON THE HOUR which attrac In



DID YOU  
KNOW THAT  
NBC RADIO  
HAS A  
33% LEAD  
IN SPONSORED  
TIME?

Yes



more listeners than any other radio show; constantly changing NIGHTLINE, aimed at the perceptive adult audience. No wonder NBC advertisers are the most-listened-to in all network radio! Month after month they are attracting the medium's biggest cumulative audiences according to Nielsen.

In television, NBC has forged into the Number

One position nighttime in the nation's major markets. Now the NBC Radio Network joins the surge toward new peaks of advertiser and audience acceptance with 33% more sponsored time than the second network.

**NBC RADIO NETWORK**

## Men of the Month in Media

### McCann-Erickson's J. VINCENT TUTCHING

Few men have packed as much world travel into their lives as J. Vincent Tutching has in his 49 years. The new president of the International Advertising Association (and one of McCann-Erickson's top international vice presidents) has lived and



International media have a long way to go.

worked in a staggering number of countries, including England, Australia, the Philippines (where he was a reporter for the *Manila Times*), Mexico and Brazil (for Sterling Drug and E. R. Squibb), and Canada (for Foote, Cone & Belding).

Mr. Tutching himself is more than a little astonished when he adds up the score. "I've lived abroad more than I've been in the U. S. I was born in Winnipeg, but I left there when I was 10. Since then I've spent seven years in Latin America, two in England, two in Australia, two in the Far East, and two and a half in Montreal for FC&B."

A man almost super-humanly equipped for his new post as head of the IAA, Mr. Tutching has fairly strong views on the future of international advertising, especially in the thorny area of international media.

The major inadequacy, he thinks, "is that we're unable to get accurate measurement. Audits are not widespread. There's still a lot of thinking among publishers similar to attitudes in the U. S. around the turn of the century, that circulation information

is confidential and nobody's business."

Mr. Tutching hopes that IAA efforts will gradually bring about a change. The association is composed of media executives as well as of advertisers and agency men. "As IAA grows," he explains, "media members are exposed to our kind of thinking and carry it back to their publishers. As we show them success stories of audited publishers who have gotten more advertising because they had an audit, the lesson may sink in. It's a matter of self-interest."

Mr. Tutching admits, however, that IAA has a long way to go. "Four years ago, the association embarked on a code of ethics and standards of practice for international advertising. Two sections of that code are devoted to media. It has yet to be completed."

### U. S. Steel's JOHN VECKLY

After 14 years as an executive of the Curtis Publishing Company, John Veckly is now firmly established on the buying side of the media fence.



Business papers are an influence.

Director of the advertising division of the United States Steel Corporation since January 1957, Mr. Veckly was recently named chairman of the business paper committee of the Association of National Advertisers.

As such, he's likely to exert considerable influence on the business paper medium. The committee was formed a year ago to further the

ANA's efforts to increase the effectiveness of business publication advertising, and it's now about ready to undertake its first major efforts.

Explains Mr. Veckly: "The ANA business paper committee has accomplished a great deal in its first year. These accomplishments have been primarily in the area of structure and organization, which is the first step necessary if a good job is to be completed. The ANA business paper committee and the joint committee of business paper publishers have been organized into subcommittees working on four major projects with other projects under consideration."

These four projects, in brief, embrace these areas:

- Development of better understanding of functions of business paper advertising. "The objectives of this committee," adds Mr. Veckly, "are to increase the effectiveness of business paper selling methods and to provide advertisers with better information to help them sell the value of business paper advertising to their own company personnel."
- Survey of product buying influences and business paper readership within ANA member companies.
- Fostering circulation audits and improving the usefulness of circulation analyses of business papers. This is a key project since, says Mr. Veckly, "Personally I believe the information most needed is an adequate and uniform readership audit."
- Study of business paper circulation and rate trends.

This is a tall order. But, adds the tall, rugged-looking Pennsylvanian (a native of Pittsburgh, Mr. Veckly finally made it back there when he left his post as advertising and promotion manager for the *Saturday Evening Post* to join U. S. Steel in 1955): "I am very enthusiastic about the contribution that this committee can make with the splendid cooperation of the business paper publishers in making more productive use of business papers. Business papers have a greater potential than I think they themselves realize. Too often they are considered only as a source of information rather than a medium of influence."



## engineering does the steering

*from idea to market*

"Look ma, no hands." For the price of a radio, your car can drive itself.

Safety engineers used off-the-shelf parts to bring this idea to life.

That's how new markets start, and how they grow. Engineers' minds are most fertile places.

And that's why it's so very important to keep engineers informed about products that will help them turn ideas into markets. In fact, they're hunting for this information, constantly.

You can see it in the way design engineers read **MACHINE DESIGN**.<sup>\*</sup> And you can see it in the results **MACHINE DESIGN** advertisers are getting.

Advertising in **MACHINE DESIGN** pulls inquiries *in volume*. Inquiry production has grown 40% in the past year, *tripled* over the past two years.

Readership revealed by Starch and Ad Gage studies of advertising shows increases averaging as high as 55% over the past two years.

It's proof of **MACHINE DESIGN**'s power to help make sales now. Wherever new products are being developed, you'll find men reading **MACHINE DESIGN**.

*\*Consistent "first" in independent studies of design engineer reading preference in every major U.S. industry.*

**MACHINE DESIGN**

a **Penton** publication

Penton Building / Cleveland 13, Ohio



BPA

ffective.  
dvertis-  
ady to  
orts.  
e ANA  
accom-  
st year.  
e been  
ire and  
st step  
e com-  
er com-  
mittee of  
e been  
work-  
n other

of, em-

stand-  
paper  
of this  
are to  
usiness  
provide  
nation  
business  
com-

influ-  
ership  
ies.

s and  
rcula-  
This  
Veck-  
orma-  
e and

lation

ls the  
an (a  
eckly  
en he  
pro-  
rday  
el in  
about  
nittee  
pera-  
shers  
e of  
have  
they  
y are  
nfor-  
f in-

**WHEN EVERY DOLLAR COUNTS...**

# **OUTDOOR ADVERTISING**

**SELLS HARDER  
COSTS LESS**

For instance, \$30 a day reaches 261,700 people every day in Tulsa...\$189 reaches 1,463,700 people every day in Philadelphia...typical of Outdoor costs in all markets, large and small across the nation. A low-cost, hard-hitting sales force, moving merchandise for a long, growing list of successful advertisers. Outdoor can *sell* for you. We can prove it.

**8 out of 10 people remember OUTDOOR Advertising!\***

## **OUTDOOR ADVERTISING INCORPORATED**

NATIONAL SALES REPRESENTATIVE OF THE OUTDOOR MEDIUM

60 EAST 42ND STREET, NEW YORK 17, NEW YORK • ATLANTA • BOSTON • CHICAGO • DALLAS • DETROIT  
HOUSTON • LOS ANGELES • PHILADELPHIA • ST. LOUIS • SAN FRANCISCO • SEATTLE



\*Urban Poster Readers—Starch Continuing Study of Outdoor Advertising  
Standardised Outdoor Advertising, 24 and 30-Sheet Posters—and Painted Bulletins



### QUESTION: *Will the instantaneous playback characteristic of video tape facilitate your national program scheduling?*

MORT KASMAN, radio and television producer, Lawrence C. Gumbinner Advertising Agency, Inc.—We have been making use of video tape for a



network program that originates in New York, on Thursday evenings from 10 to 10:30 P.M., E.S.T. The network's West Coast studios re-

cord the program on video tape, and play it back to audiences in the Pacific Time Zone at 10 P.M., their time. This enables the program to be shown on both coasts at the same clock-hour time. Video tape recording has increased network programming flexibility, and has provided advertisers with an improved reproduction of their original "live" production.



BILL MURPHY, media manager, Whitehall Laboratories Division, American Home Products Corp.—According to the networks, our prob-

lems resulting from the change to daylight time should be reduced by 95 per cent because of video tape. In virtually all our large markets, we should be able to continue our programs at the same clock-hour time as in winter. In past summer scheduling, our programs often ended at inappropriate times, and we often lost station clearances because of shows that couldn't be bumped. Valuable franchises in terms of lead-ins had been lost or diluted for increasing periods of time in an ever-widening portion of the country. Another consideration was the loss of quality and expense involved in making hot kines.

We consider the development of video tape of outstanding value in protecting our advertising investments.

WILLIAM D. PELLENZ, broadcast supervisor, McCann-Erickson, Inc.—



I haven't seen an over-the-air demonstration of video tape yet, but from what I have read, it looks as though it should be the greatest thing since sliced bread. If the play-back quality and spontaneity effect of tape are as good as reported, it will not only be a boon to supervisors of network programs, by facilitating same-day and same-hour program scheduling for both coasts and anywhere in between, but also should eliminate most of the time-change problems that hit spot time buyers.

ABBOTT S. DAVIS, broadcast supervisor, Lennen & Newell, Inc.—Undoubtedly, the instantaneous play-



back ability of tape will influence many of our advertisers to consider increased network programming due to tape's ability to reproduce programs with "live" quality. While many TV areas of the country have had to cope with poor kinescope reproductions of network shows for several years, video tape will enable this segment of TV homes to benefit from almost same-day live programming. This should bolster program ratings considerably. A further advantage is that tape can be the first real stop-gap to TV's ever-increasing production costs.

## Reports by Media

The Television Bureau of Advertising has released the second annual report of "Spot Television Advertising Expenditures" for 1957, listing estimated brand-by-brand dollar spending for each of 1,287 TV spot advertisers investing \$20,000 or more last year. According to the report, 89 advertisers invested more than \$1 million in spot TV in 1957, the leaders being Procter & Gamble (\$25.9 million) and Brown and Williamson (\$13 million).

Advertisers spent an estimated \$448.7 million in national and regional spot during 1957, an increase of 12.9 per cent over the 1956 estimate of \$397.6 million. An estimated 44.5 per cent of spot spending went for announcements, and nighttime accounted for 57.8 per cent of spot spending.

Weekend, Canadian newspaper-distributed magazine, has published information based on the 1957 Canadian Consumer Publications Report, showing comparative distribution of 16 Canadian publications among primary readers, defined as those in households in which some member purchased the publication, or received a subscription to the publication under consideration, and among total readers.

Information given, for both primary and total readership, includes readers per copy, and age, occupational, educational, income, and linguistic statistics for both male and female readers, as well as information on reader marital status and audience duplication. A separate book contains charts covering six of the publications studied.

The report points out that primary readers have the greatest opportunity to see advertisements at the time the advertiser plans for the message to appear, and that some secondary readers have no control over their own exposure to a publication.

Weekend and Star Weekly were inadvertently omitted from MEDIA/SCOPE's April review of the 1957 Canadian Consumer Publications Report.

# ...Use *Family Weekly*

## to reach a market of 173 distributing newspapers, *bigger* than the 12 largest U. S. cities *combined*!

Every week, FAMILY WEEKLY delivers the largest market in the world that can be reached in such depth with a single advertising medium—a market with 697,800 more population than live in America's twelve largest cities combined.

In 556 counties across the country where FAMILY WEEKLY's 173 distributing newspapers deliver 20%+ coverage, they average over 60%. This multi-market Supercity accounts for one dollar of every \$6.93 spent at retail in the entire U.S.—a sales volume of \$27,779,028,000.

And in this giant market, FAMILY WEEKLY is read with the attention reserved for the local newspaper. Advertising builds immediate response and action, not only by consumers, but by dealers whose retailing decisions are so important to your marketing campaigns.

Ask your FAMILY WEEKLY representative why FAMILY WEEKLY's advertising revenue for the first quarter of 1958 is a whopping 77.1% over the same period in 1957—a year in which its ad revenue was up 126.4%, more than double 1956!

NEW YORK	8,094,200
CHICAGO	3,827,200
LOS ANGELES	2,287,900
PHILADELPHIA	2,180,300
DETROIT	1,943,300
BALTIMORE	975,300
CLEVELAND	947,800
ST. LOUIS	877,200
WASHINGTON	868,200
SAN FRANCISCO	810,100
BOSTON	755,200
HOUSTON	712,000

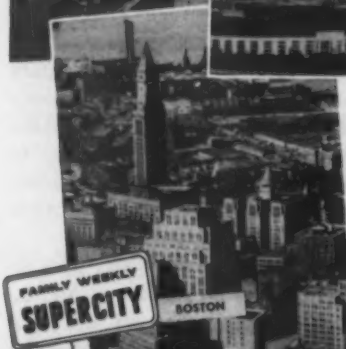
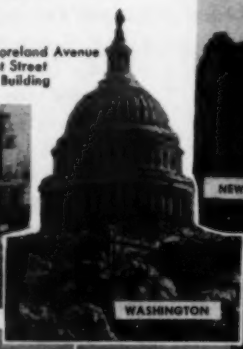
NOTE: The comparison of 12 cities with the 556-county area where FAMILY WEEKLY coverage is 20% or higher (average coverage 60%) is made to dramatize the importance of FAMILY WEEKLY's Supercity of 173 markets. Populations above are for cities only. While it is true that for FAMILY WEEKLY, we are using total market area population figures, it is equally true that it frequently requires several newspapers to saturate these cities with the intensity of local coverage of the newspapers that carry FAMILY WEEKLY.

POPULATION, America's 12 Top Cities. 24,299,300  
POPULATION, FAMILY WEEKLY Supercity 24,997,100

### FAMILY WEEKLY MAGAZINE, Inc.

Leonard S. Davidow, President and Publisher  
153 North Michigan Avenue, Chicago 1

NEW YORK 23: 405 Park Avenue  
DETROIT 2: 3-223 General Motors Building  
CLEVELAND 15: 604 Hanna Building  
LOS ANGELES 5: Blanchard-Nichols, Assoc., 633 South Westmoreland Avenue  
SAN FRANCISCO 4: Blanchard-Nichols, Assoc., 33 Post Street  
MIAMI 32: J. Bernard Cashion, Chamber of Commerce Building



4,265,250 CIRCULATION IN 173 MARKETS





# MAGAZINES...

## Crisis in a Recession

By James B. Kobak

*J. K. Lasser partner urges two-point program for magazines:*

1. Increase circulation prices;
2. Boost advertising rates.

The current recession is forcing magazine publishers to consider seriously two important steps. These are steps which they had hoped to postpone—or avoid entirely—but which appear now to be necessary to insure the continued growth of magazines as a vital advertising medium.

Despite sharply rising costs for many years, magazines have held down circulation prices and, to an even greater extent, advertising rates. Two moves are indicated now for most magazines:

1. Continued circulation price increases
2. Substantial advertising rate boosts.

Naturally, I am talking of the publishing industry as a whole. There are a number of individual publications which have kept their pricing policies in line.

But for the magazine industry—overall—this is just a matter of pure economics. The recession has put the squeeze on the average publisher as it has on every business man. It is forcing him to make decisions which will bring strength in the long run, even though they may hurt for a while.

Declining sales are harmful to any business. For an industry whose profits have been for years ploughed back to give continued growth, they could be a real problem. Net income recently has been poor, and has been declining

for the last 10 years because of the expense of keeping up with the economic and educational growth of the country.

### **Profits of 2.7%**

Publishers hoped that they had reached the bottom in 1955, when profits after taxes as reported by the Paper Committee of the Magazine Publishers Association for 35 publishing companies were just 2.6 per cent of revenue. The next year showed a slight upturn to 2.7 per cent. The 1957 figures, which have not yet been compiled, will indicate little change. Chart 1 graphically shows this decline.

Profits of less than 3 per cent in an industry which depends so much on the whims of the public are disturbing. The investment in building a profitable magazine often ranges into the millions of dollars, the reason being, of course, continued expansion because of the changing nature of the country as a whole.

Two features put magazines in a peculiar position during a slide in business:

1. **The fixed costs of publishing can be reduced very little with fewer advertising pages.** There is no factory to be shut down. Magazines must continue to be sent to subscribers at regular intervals. The only cost-saving is that of printing and paper for the missing advertising pages.

2. **Most publishers have very small cash reserves as a result of the constant building of increasing circulation in recent years.**

---

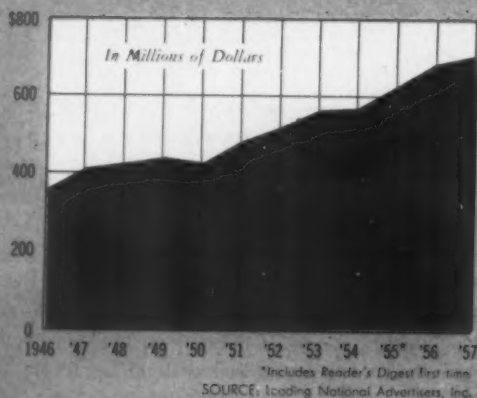
*James B. Kobak, C.P.A., is a partner in J. K. Lasser & Company, accountants and auditors. The late Mr. Lasser for years urged business publications to increase their advertising rates, and the fact that they did so is partly responsible for their relatively solid position that Mr. Kobak mentions.*  
—The Editor



# Here's what is happening to MAGAZINES

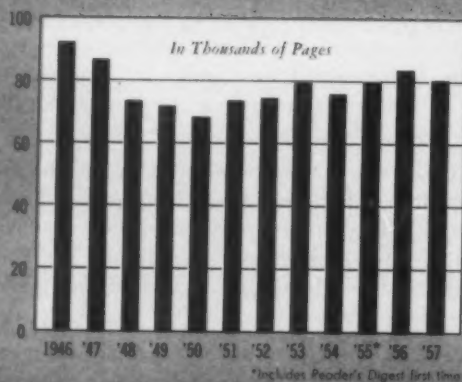
2.

...While Magazine Advertising  
Sales Have Grown...



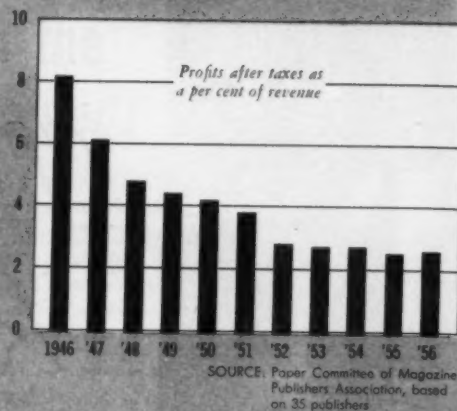
4.

...and the Number of Ad Pages  
Has Trended Upward...



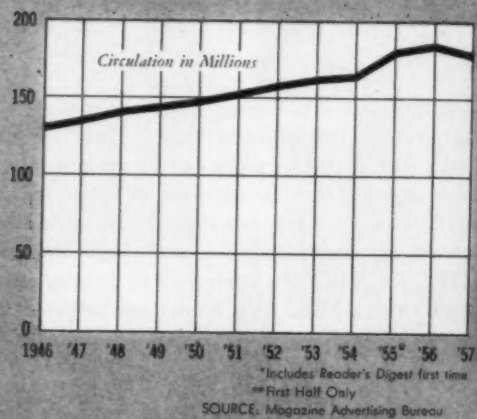
1.

Magazine Publishers' Profits  
Have Declined...



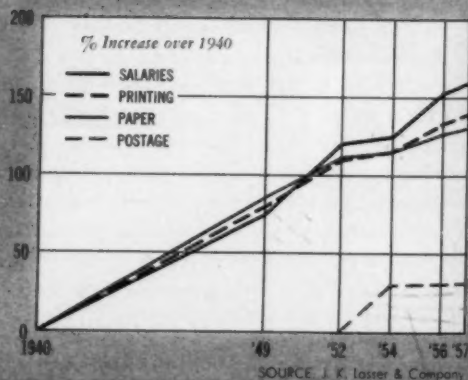
3.

...and Total Circulation of  
Magazines Has Grown...



5.

...BUT Publishers' Major Costs  
Have Risen





These two factors make today's situation particularly worrisome. A magazine earning 5 per cent before taxes would lose about half its profit with a 10 per cent decline in advertising volume. And today many publications are showing 10, 20, and even 25 per cent lineage losses! This makes it increasingly difficult to keep pace with the country's growth.

How did publishers get into this state? How did a profit margin of more than 8 per cent deteriorate to less than 3 per cent in just 10 short years?

The costs of publishing have risen sharply. Advertising rate increases were late in coming. (Business papers meanwhile put in round after round of advertising rate boosts and have remained in a more solid position.)

Publishers did not increase circulation prices enough because they wanted to keep abreast with the continuously increasing market available to them. This has been a costly policy. Editorial matter was improved and more color pages were introduced.

### **Timidity in Raising Rates**

If publishers have been guilty of one major mistake, it is timidity in raising advertising rates.

Forgotten during those years was the need for continuously increasing prices to keep up with furiously growing costs. There is no question of the willingness of the magazines' customers (both readers and advertisers) to pay higher prices. You can see this in many ways:

**Advertisers have supported magazines with enormously expanded budgets.** Advertising sales have grown from \$361 million in 1946 to \$710 million last year. And the rate of gain in advertising sales shown on Chart 2 seems relatively constant except for fluctuations caused by recessions in the entire economy.

**While some of the gain in advertising dollar volume can be attributed to higher advertising rates, the number of advertising pages carried has also shown a slow upward trend.** Chart 4 shows this pattern. The war years and immediate post-war period, of course, represented a false peak which must be disregarded in analyzing the long-term trends.

**There were three times as many companies advertising in magazines in 1956 as there were in 1939, from 660 to 2,278.**

The furor which was raised when a few publications closed their pages for the last time has hidden the fact that there were 58 more magazines in 1956 than there were in 1940.

**The total circulation of magazines is well above what it was in 1946—up from 130 million to 186 million in 1957, as shown on Chart 3.**

This is the portrait of a growth industry.

MEDIA/SCOPE asked our firm to analyze the situation of the magazine industry today, and to suggest what steps

we believe must be taken to enable it to continue its growth as an advertising medium.

We represent and are auditors for several hundred publications, large and small. We are accounting and cost advisers for several official organizations of publishers. As a result, we are well acquainted with existing conditions.

To arrive at what MEDIA/SCOPE wanted to know, we assembled the history of the leading consumer magazines since before World War II. From this material we have analyzed the changes since 1940 in advertising rates, advertising volume, circulation, circulation prices and publishing costs—their effect on each other—and the present conditions growing out of what is happening in 1958.

### **Rising Publishers' Costs**

The economics of magazine publishing have been thrown out of gear by several factors: continuously rising publishing costs; the need for tremendously increased circulations; insufficient increases in advertising and circulation prices.

Publishers' costs have risen drastically during the past two decades. Chart 5 gives the results of analyses our office has made of publishers' costs.

Nine out of ten dollars spent by publishers go into four major items: paper, printing, salaries, and postage.

Since 1940 paper and printing, which take from 30 to 60 per cent of the publisher's income, have more than doubled. While the rate of increase today seems to be slowing from the violent adjustments of the immediate post-war period, the end does not appear to be in sight.

Postage costs were boosted 30 per cent during 1952 to 1954. The recently passed postal rate bill calls for an additional 30 to 60 per cent increase in second-class rates and substantial rises in first- and third-class mail, which publishers use heavily in subscription promotion efforts.

Salaries have climbed continuously, with rates now 160 per cent above those in 1940. The manpower squeeze has been tough in this industry as in every highly-skilled occupation.

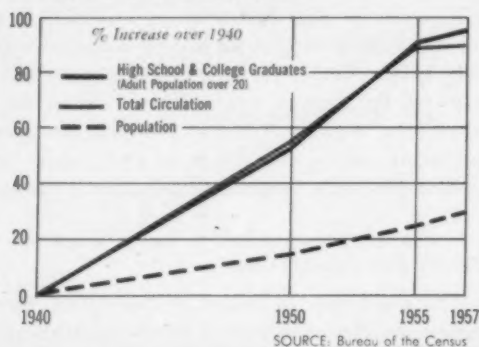
Publishers have not been idle these years of violent cost increases. Long check lists of cost-saving ideas have been culled by every publisher for possible savings. The Magazine Publishers Association has recently established seminars on cost-cutting. Detailed operating figures are being exchanged.

Research into improved printing methods has been financed by some publishers with substantial results. Printers have been encouraged to buy new and more economical equipment—in many cases the publisher has purchased new presses and installed them in the printer's plant.

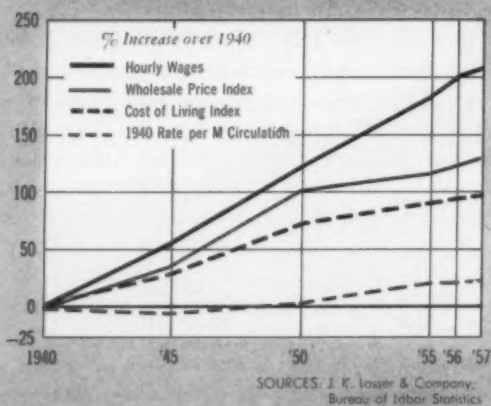
Publishers have been among the pioneers in the use of electronic data processing machines in the handling of their circulation records.

Internal economies of all kinds are constantly being effected. The fat is trimmed wherever it can be—but in

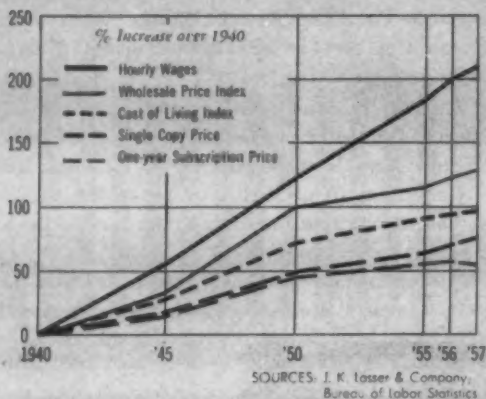
**6.**  
**How Circulation Has Grown Compared with Population and High School Graduates**



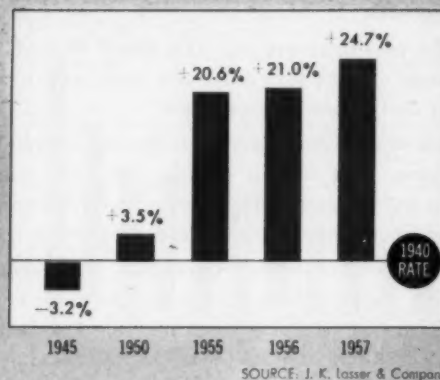
**8.**  
**...but Much Less Than Other Costs...**



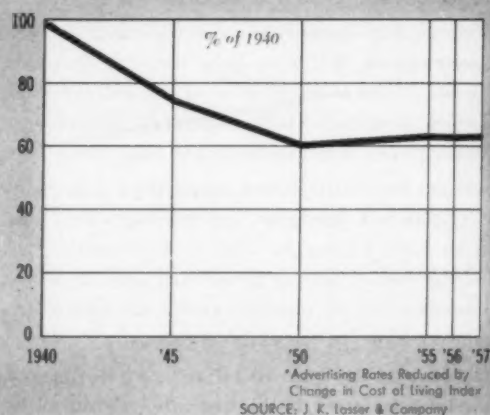
**10.**  
**Circulation Prices Have Increased Much Less Than Other Costs...**



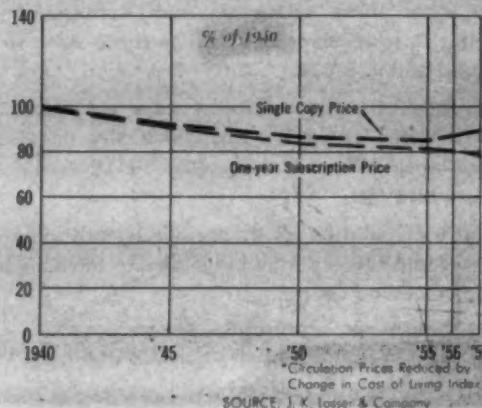
**7.**  
**Advertising Rates per Thousand Circulation Have Increased...**



**9.**  
**...and Correcting for Inflation, Rates per Thousand Have Actually Declined\***



**11.**  
**...and Correcting for Inflation They Have Actually Declined\***



an industry with such low profits there just never is much fat.

**What of future costs? It is hard to tell. Publishers can only plan for a continuation of the slow inflation of recent years.** This means constantly rising paper, printing, postage and salary costs.

### Two Recommended Moves

Against this background, what are the only moves publishers can make?

These are two:

1. Substantial increase in advertising rates;
2. A more modest increase in circulation prices.

Both of these, *prima facie*, are detrimental to advertisers. But continued strength of the magazine industry makes them essential.

There has been considerable talk in recent years that magazine circulations have gone too high—that publishers are reaching too far.

Circulation growth, as we have seen, has been huge. While the population is only some 30 per cent above that in 1940, magazine circulation has almost doubled. This is as it should be.

Magazines appeal to an audience that is better-educated and has more income than the general level of the population. As indicated in Chart 6, magazine circulation has been following very closely the total of high school graduates in the country. Both have grown close to 100 per cent since 1940.

**Much has been said recently about the forcing of circulation by publishers to meet constantly rising guarantees to advertisers.** Forcing is a misnomer. Magazines appeal to a specialized audience, one which is, as stated above, above average in education and income. This group has grown enormously in recent years.

The selling of subscriptions through field forces and cut-rate direct mail offers should not be criticized. These methods are an essential constant stimulus for new and untapped readers who have recently become potential magazine buyers.

### Increase Advertising Rates

Using the 60 or so leading magazines whose figures on circulation and advertising are compiled by the Association of National Advertisers as a base, we have developed some startling facts about advertising and circulation prices. The magazines in this sample represent the major advertising vehicles and are typical of the industry as a whole.

The price to advertisers per thousand circulation today is surprisingly close to that back in 1940. Chart 7 indicates that the cost per thousand circulation for the average magazine is only 24.7 per cent higher than 18 years ago (based on one-time black-and-white full page rates).

Against the inflationary background of the past two decades, this is a remarkably small increase. Chart 8 compares this rise in space rates with the increases which

have taken place during this period in wholesale prices, hourly wages and the cost of living.

Since 1940, the cost per thousand of circulation has increased by only 24.7 per cent. Meanwhile the major factors in the economy have gone up: cost of living, 97 per cent; wages, 210 per cent; wholesale prices, 130 per cent.

Naturally it is impossible to convert precisely the rate per thousand circulation into constant dollars during the inflationary period which we have experienced. To give some indication of the cost of advertising per thousand circulation on a constant base, we have applied the cost of living index to the changes in advertising rates. Other indexes would not give as conservative a result.

After eliminating inflation, advertising rates are just 63.2 per cent what they were in 1940—see Chart 9. It is obvious that there is plenty of room for rate increases, that advertising rates have lagged very badly.

### Increase Circulation Prices

Circulation prices follow the same pattern, but are much closer to levels of two decades ago than advertising rates.

For the magazines in our sample, the average single-copy and one-year subscription rates have increased substantially, as can be seen below:

	1940	1957	% Increase
Average single-copy price.....	18.4¢	32.5¢	77%
Average one-year subscription price .....	\$2.42	\$3.78	56%

These figures are, however, somewhat below the gains shown by the cost of living index.

Chart 10 shows graphically the changes in cost levels for the general indexes and for single-copy and one-year subscription prices.

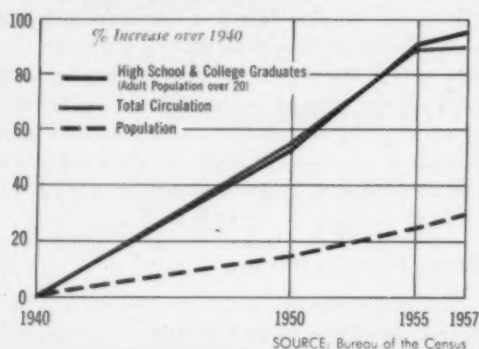
Again we see a bargain purchase—this time for consumers. Newsstand prices today in constant dollars are just about 90 per cent what they were in 1940; one year subscription prices, 79 per cent what they were in 1940 (as shown in Chart 11).

**The solution to publishers' economic problems seems simple when you look coldly at the facts. It involves a catching up of advertising and circulation prices.** Had these policies been followed during the past decade, we would have an entirely different magazine industry today, one which could continue the needed expansion even during today's recession with little change in policy.

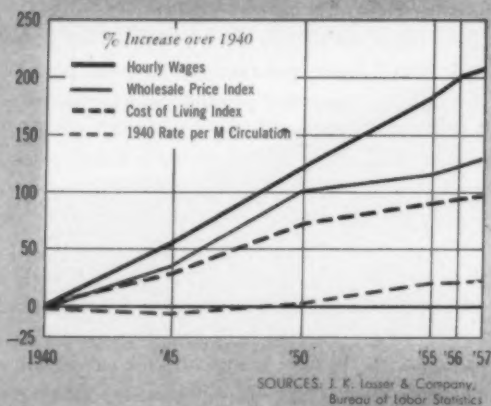
Needed now is recognition that magazines are a specialized medium—one which can command higher circulation prices because of the definite values each publication offers a certain segment of readers and can command higher advertising rates because of the basic values each magazine gives a certain segment of advertisers. ■



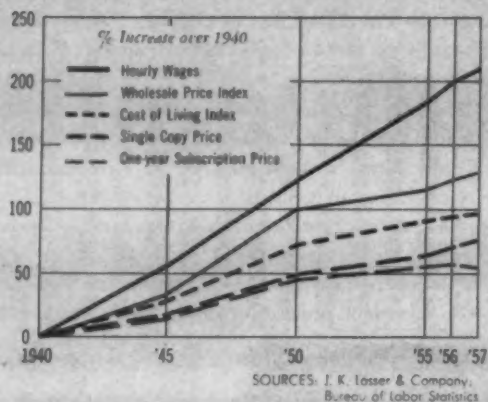
**6.**  
**How Circulation Has Grown Compared with Population and High School Graduates**



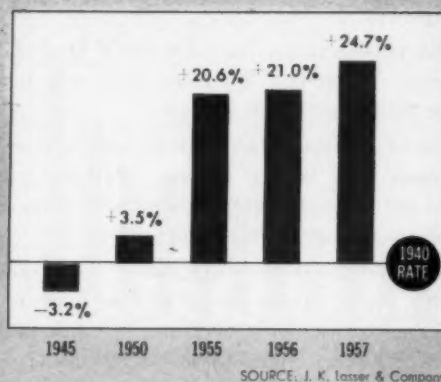
**8.**  
**...but Much Less Than Other Costs...**



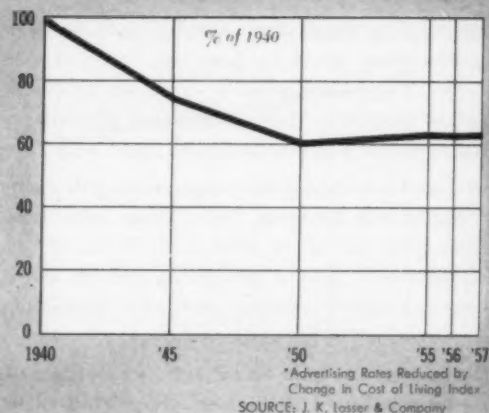
**10.**  
**Circulation Prices Have Increased Much Less Than Other Costs...**



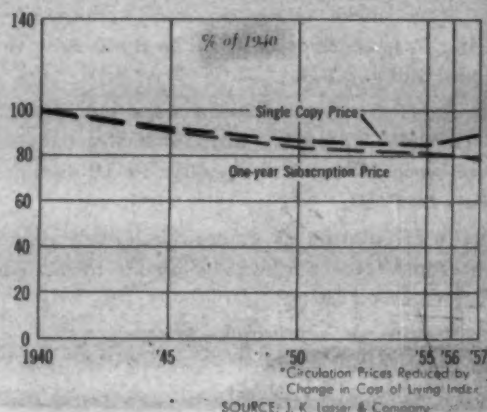
**7.**  
**Advertising Rates per Thousand Circulation Have Increased...**



**9.**  
**...and Correcting for Inflation, Rates per Thousand Have Actually Declined\***



**11.**  
**...and Correcting for Inflation They Have Actually Declined\***





an industry with such low profits there just never is much fat.

**What of future costs? It is hard to tell. Publishers can only plan for a continuation of the slow inflation of recent years.** This means constantly rising paper, printing, postage and salary costs.

### Two Recommended Moves

Against this background, what are the only moves publishers can make?

These are two:

1. Substantial increase in advertising rates;
2. A more modest increase in circulation prices.

Both of these, *prima facie*, are detrimental to advertisers. But continued strength of the magazine industry makes them essential.

There has been considerable talk in recent years that magazine circulations have gone too high—that publishers are reaching too far.

Circulation growth, as we have seen, has been huge. While the population is only some 30 per cent above that in 1940, magazine circulation has almost doubled. This is as it should be.

Magazines appeal to an audience that is better-educated and has more income than the general level of the population. As indicated in Chart 6, magazine circulation has been following very closely the total of high school graduates in the country. Both have grown close to 100 per cent since 1940.

**Much has been said recently about the forcing of circulation by publishers to meet constantly rising guarantees to advertisers.** Forcing is a misnomer. Magazines appeal to a specialized audience, one which is, as stated above, above average in education and income. This group has grown enormously in recent years.

The selling of subscriptions through field forces and cut-rate direct mail offers should not be criticized. These methods are an essential constant stimulus for new and untapped readers who have recently become potential magazine buyers.

### Increase Advertising Rates

Using the 60 or so leading magazines whose figures on circulation and advertising are compiled by the Association of National Advertisers as a base, we have developed some startling facts about advertising and circulation prices. The magazines in this sample represent the major advertising vehicles and are typical of the industry as a whole.

The price to advertisers per thousand circulation today is surprisingly close to that back in 1940. Chart 7 indicates that the cost per thousand circulation for the average magazine is only 24.7 per cent higher than 18 years ago (based on one-time black-and-white full page rates).

Against the inflationary background of the past two decades, this is a remarkably small increase. Chart 8 compares this rise in space rates with the increases which

have taken place during this period in wholesale prices, hourly wages and the cost of living.

Since 1940, the cost per thousand of circulation has increased by only 24.7 per cent. Meanwhile the major factors in the economy have gone up: cost of living, 97 per cent; wages, 210 per cent; wholesale prices, 130 per cent.

Naturally it is impossible to convert precisely the rate per thousand circulation into constant dollars during the inflationary period which we have experienced. To give some indication of the cost of advertising per thousand circulation on a constant base, we have applied the cost of living index to the changes in advertising rates. Other indexes would not give as conservative a result.

After eliminating inflation, advertising rates are just 63.2 per cent what they were in 1940—see Chart 9. It is obvious that there is plenty of room for rate increases, that advertising rates have lagged very badly.

### Increase Circulation Prices

Circulation prices follow the same pattern, but are much closer to levels of two decades ago than advertising rates.

For the magazines in our sample, the average single-copy and one-year subscription rates have increased substantially, as can be seen below:

	1940	1957	% Increase
Average single-copy price....	18.4¢	32.5¢	77%
Average one-year subscription price .....	\$2.42	\$3.78	56%

These figures are, however, somewhat below the gains shown by the cost of living index.

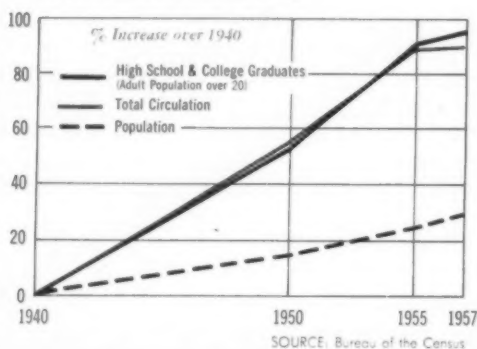
Chart 10 shows graphically the changes in cost levels for the general indexes and for single-copy and one-year subscription prices.

Again we see a bargain purchase—this time for consumers. Newsstand prices today in constant dollars are just about 90 per cent what they were in 1940; one year subscription prices, 79 per cent what they were in 1940 (as shown in Chart 11).

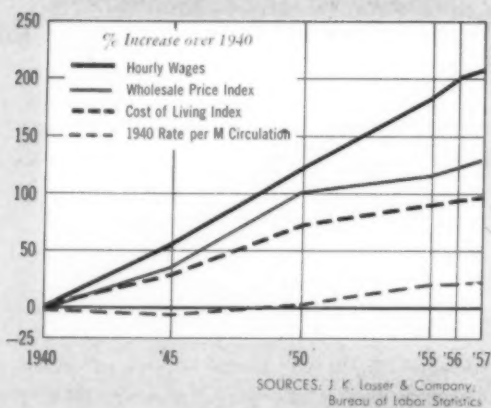
**The solution to publishers' economic problems seems simple when you look coldly at the facts. It involves a catching up of advertising and circulation prices.** Had these policies been followed during the past decade, we would have an entirely different magazine industry today, one which could continue the needed expansion even during today's recession with little change in policy.

Needed now is recognition that magazines are a specialized medium—one which can command higher circulation prices because of the definite values each publication offers a certain segment of readers and can command higher advertising rates because of the basic values each magazine gives a certain segment of advertisers. ■

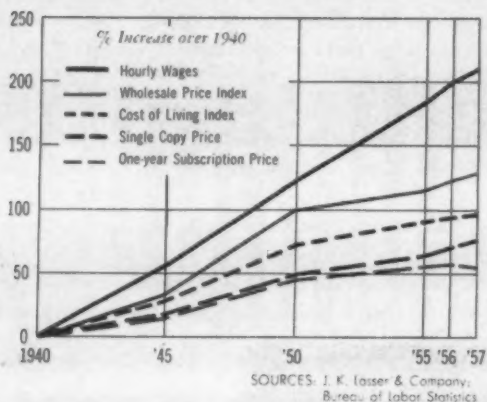
**6.**  
**How Circulation Has Grown  
Compared with Population and  
High School Graduates**



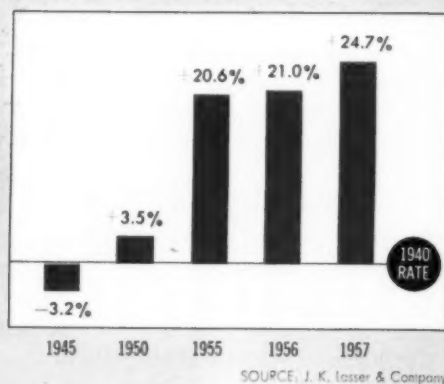
**8.**  
**...but Much Less Than  
Other Costs...**



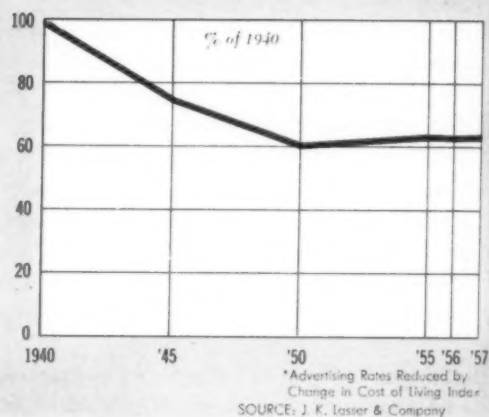
**10.**  
**Circulation Prices Have Increased  
Much Less Than Other Costs...**



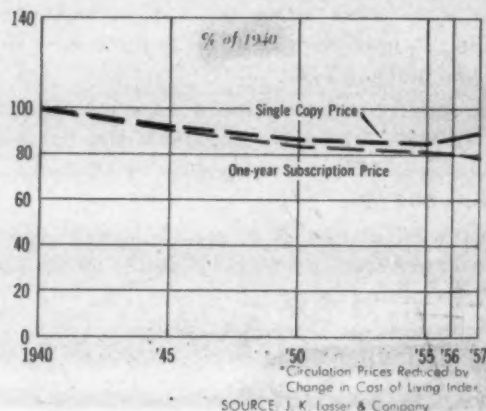
**7.**  
**Advertising Rates per Thousand  
Circulation Have Increased...**



**9.**  
**...and Correcting for Inflation, Rates  
per Thousand Have Actually Declined\***



**11.**  
**...and Correcting for Inflation  
They Have Actually Declined\***



an industry with such low profits there just never is much fat.

**What of future costs? It is hard to tell. Publishers can only plan for a continuation of the slow inflation of recent years.** This means constantly rising paper, printing, postage and salary costs.

### Two Recommended Moves

Against this background, what are the only moves publishers can make?

These are two:

1. Substantial increase in advertising rates;
2. A more modest increase in circulation prices.

Both of these, *prima facie*, are detrimental to advertisers. But continued strength of the magazine industry makes them essential.

There has been considerable talk in recent years that magazine circulations have gone too high—that publishers are reaching too far.

Circulation growth, as we have seen, has been huge. While the population is only some 30 per cent above that in 1940, magazine circulation has almost doubled. This is as it should be.

Magazines appeal to an audience that is better-educated and has more income than the general level of the population. As indicated in Chart 6, magazine circulation has been following very closely the total of high school graduates in the country. Both have grown close to 100 per cent since 1940.

**Much has been said recently about the forcing of circulation by publishers to meet constantly rising guarantees to advertisers.** Forcing is a misnomer. Magazines appeal to a specialized audience, one which is, as stated above, above average in education and income. This group has grown enormously in recent years.

The selling of subscriptions through field forces and cut-rate direct mail offers should not be criticized. These methods are an essential constant stimulus for new and untapped readers who have recently become potential magazine buyers.

### Increase Advertising Rates

Using the 60 or so leading magazines whose figures on circulation and advertising are compiled by the Association of National Advertisers as a base, we have developed some startling facts about advertising and circulation prices. The magazines in this sample represent the major advertising vehicles and are typical of the industry as a whole.

The price to advertisers per thousand circulation today is surprisingly close to that back in 1940. Chart 7 indicates that the cost per thousand circulation for the average magazine is only 24.7 per cent higher than 18 years ago (based on one-time black-and-white full page rates).

Against the inflationary background of the past two decades, this is a remarkably small increase. Chart 8 compares this rise in space rates with the increases which

have taken place during this period in wholesale prices, hourly wages and the cost of living.

Since 1940, the cost per thousand of circulation has increased by only 24.7 per cent. Meanwhile the major factors in the economy have gone up: cost of living, 97 per cent; wages, 210 per cent; wholesale prices, 130 per cent.

Naturally it is impossible to convert precisely the rate per thousand circulation into constant dollars during the inflationary period which we have experienced. To give some indication of the cost of advertising per thousand circulation on a constant base, we have applied the cost of living index to the changes in advertising rates. Other indexes would not give as conservative a result.

After eliminating inflation, advertising rates are just 63.2 per cent what they were in 1940—see Chart 9. It is obvious that there is plenty of room for rate increases, that advertising rates have lagged very badly.

### Increase Circulation Prices

Circulation prices follow the same pattern, but are much closer to levels of two decades ago than advertising rates.

For the magazines in our sample, the average single-copy and one-year subscription rates have increased substantially, as can be seen below:

	1940	1957	% Increase
Average single-copy price.....	18.4¢	32.5¢	77%
Average one-year subscription price .....	\$2.42	\$3.78	56%

These figures are, however, somewhat below the gains shown by the cost of living index.

Chart 10 shows graphically the changes in cost levels for the general indexes and for single-copy and one-year subscription prices.

Again we see a bargain purchase—this time for consumers. Newsstand prices today in constant dollars are just about 90 per cent what they were in 1940; one year subscription prices, 79 per cent what they were in 1940 (as shown in Chart 11).

**The solution to publishers' economic problems seems simple when you look coldly at the facts. It involves a catching up of advertising and circulation prices.** Had these policies been followed during the past decade, we would have an entirely different magazine industry today, one which could continue the needed expansion even during today's recession with little change in policy.

Needed now is recognition that magazines are a specialized medium—one which can command higher circulation prices because of the definite values each publication offers a certain segment of readers and can command higher advertising rates because of the basic values each magazine gives a certain segment of advertisers. ■

## HOW MEDIA FUNCTION IS ORGANIZED AT Cunningham & Walsh

*Newman F. McEvoy, veteran media director, believes in specialists plus group supervisors.*



One of the problems that has intrigued advertising agencies to an increasing degree over the past decade has been the most efficient organization of their media functions. It is a problem that receives continual attention in the pages of *MEDIA/SCOPE*; last month the situation at Foote, Cone & Belding in Chicago was illustrated, and the month before that the reorganization of the media department at Doherty, Clifford, Steers & Shenfield was discussed. *MEDIA/SCOPE* has also completed a broad study of the situation among a score of agencies, and will publish this before the summer is far advanced.

The media department at Cunningham & Walsh also represents an interesting situation. One reason for this is that the agency itself is a very substantial one, with more than \$50 million in billings in print and broadcast media in 1957. The New York office handles accounts of a diverse nature. The head of the media department there, Newman F. McEvoy, is a veteran media director who was seasoned at Newell-Emmett and who is often called upon by the AAAA to lend his sage counsel to association agency deliberations. No one is in a better position than he to recognize and apply the most efficient principles of agency and media organization. C&W's growth in the past few years (through mergers and new accounts) has affected media department structure; a recent reorganization of the agency puts great emphasis on the interdependence of the market research—merchandising and marketing—and media interests.

---

Mr. McEvoy, senior vice president and media director of Cunningham & Walsh, joined the agency in 1928, after gaining experience in department store selling and as an advertising manager. He was appointed director of the media department in 1947. Among the accounts for which he has supervised media planning and buying are Chesterfield cigarettes, Sunshine Biscuits, The Texas Company, and E. R. Squibb & Sons. He claims to be the originator of the saturation technique in buying spot radio advertising.

### **Types of Organization**

As has been indicated in *MEDIA/SCOPE*, there are two basic types of media organization. One might be called the *vertical* in that the work load is distributed primarily by accounts. The other might be called the *horizontal* in that the work load is distributed primarily by classifications of media.\* The debate that has been held for years on this matter reveals that no one system is necessarily best for all sizes and types of agencies and that even individual agencies change their conception of organization as they grow larger and their specific needs change. It was pointed out in the April issue of *MEDIA/SCOPE* that Doherty, Clifford, Steers & Shenfield was replacing its traditional organization by classes of media with an account group system; Grey Advertising, as will be told in a coming issue of this magazine, is abandoning its account group system and organizing by classes of media.

The media department at Cunningham & Walsh does not hew strictly to either theory of organization, but it is a *combination* set-up. The media personnel are organized into groups of accounts, but with each group of accounts there are specialists in print or broadcast.

According to Mr. McEvoy: "This method produces the highest degree of professional skill among our buyers by maintaining them as specialists. It has certain advantages also in that it encourages the development of younger persons in media.

"Moreover, it is a highly flexible system, ideally designed to make the capabilities of the media personnel most responsive to the needs of the client."

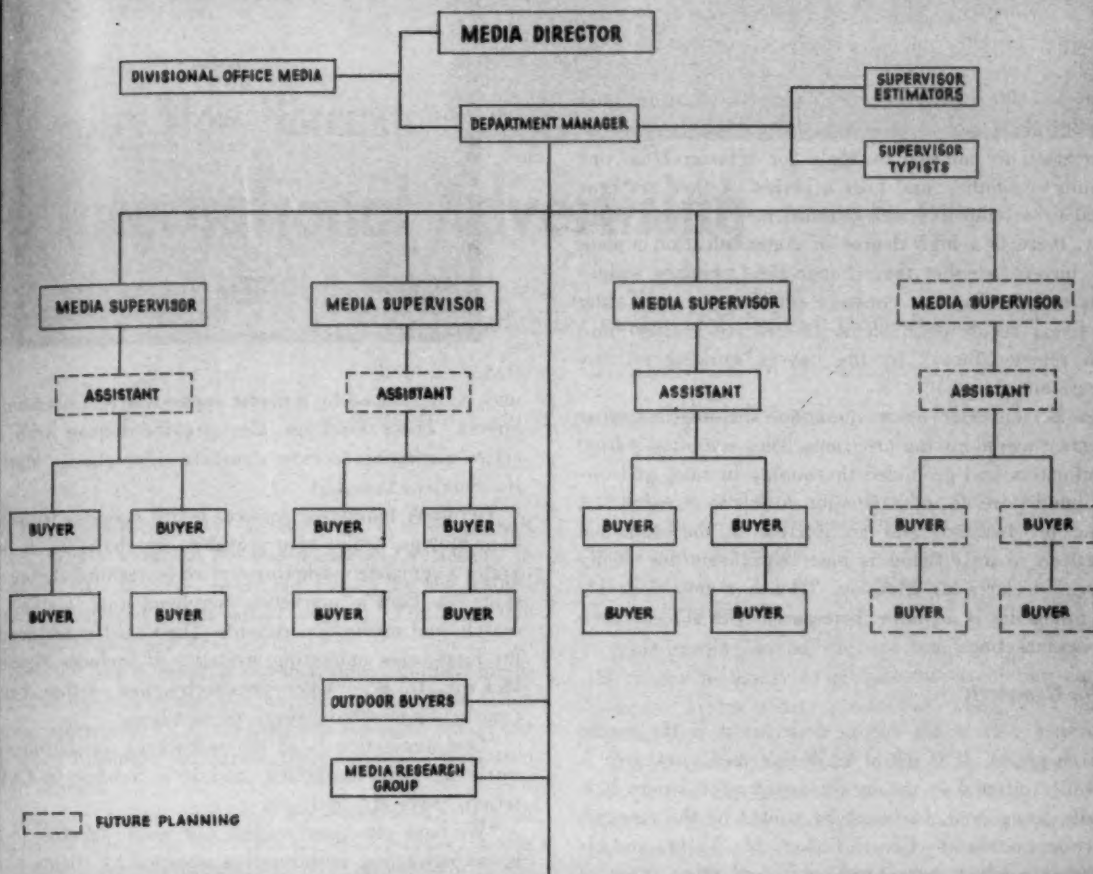
### **C&W Organization**

The present C&W media organization goes back to the early 1950's. Before that time each account was handled "vertically"; specialists within the department handled

\*See also "Current Trends in Media Department Organization," papers from the media group meeting of the Eastern annual conference, AAAA, by George C. Doherty, William C. Steers, William C. Dekker, and H. H. Dohbertsen. Published by American Association of Advertising Agencies, New York, 1953.



## CUNNINGHAM & WALSH MEDIA DEPARTMENT



the broadcast media. Each buyer was responsible for print buying on his accounts and had the benefit of aid from the broadcast buyers. The development of television as a major medium made it necessary to adopt the present type of organization, where parallel organization status is given broadcast media.

As is apparent from the chart, Mr. McEvoy, Cunningham & Walsh senior vice president and media director, directs the media selection and buying that goes on in the New York office and acts as counselor to the divisional offices, where there is considerable local autonomy. Associated with Mr. McEvoy in department operation is Wesley Hobson, manager of the department. Mr. Hobson is entrusted with administration, plans for expansion, acquisition of new personnel, and other matters relative to the mechanics of the department itself. Reporting to him are the supervisors in charge of estimators and typists. He is in charge of the day-to-day media operations implementing plans, schedules, and estimates.

This set-up leaves the three media supervisors free to take charge of buying time and space for the C&W groups

of accounts. The supervisors—Edward Baczewski, John Lucinatelli, and William White—and James Ducey, assistant supervisor, divide the C&W accounts among them.

The organization plan provides for assistants to each supervisor and a fourth media supervisor and group of accounts under the present framework whenever the agency expands to that extent.

In addition to the main groups of personnel assigned to individual accounts, there are two specialists whose assignments cover all accounts that use outdoor or transportation advertising. They are Joseph Palastak and Robert Drake.

Organization of personnel within each account group depends somewhat upon the size of the accounts in that group, but generally, as has been noted, personnel are divided into buyers of print and broadcast time. Some of the accounts do not use broadcast media, but all of them use print. Buyer Herman Braumuller, for instance, puts most emphasis on print advertising, and Jack Bray puts most on broadcast; Robert Morton buys both types of media almost equally, as does Robert Palmer.

### Rotation in Assignments

Mr. McEvoy believes that greatest flexibility in the operation of his department and utmost opportunity for the advancement of its personnel can be achieved if they are rotated in their assignments. A buyer primarily interested in print is not dedicated to the buying of publication space forever, but is given the opportunity to participate in time buying as well. Young persons in the department eventually find their own specializations, and older members add to their versatility. Members of the department are allowed to apply for transfer from one medium to another, and over a period of time are thus helped to develop into well-rounded media buyers. Generally, there is a high degree of communication among C&W buyers, whether they change their primary assignments or not. There is constant emphasis on marketing objectives; accordingly, media factors are brought into "cash register focus" by the buyers working on any one account.

New personnel are given on-the-job training, engaging in current media-buying programs. They are often started as estimators and grounded thoroughly in rates and circulations before an indoctrination in media research. "A feeling for research and an interest in the statistical evaluation of advertising is basic equipment for media buying," declares Mr. McEvoy. "Hence, a most desirable type for media is a junior in research with some experience in marketing."

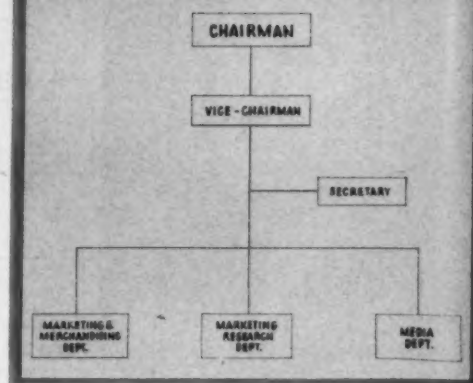
### Media Research

Another unit in the media department is the media research group. It is felt at C&W that media research is generally initiated in the media department, where it is actually being used, but must be guided by the research department headed by Gerald Tasker. Mr. Tasker and his associates conduct marketing, copy, and other types of inquiry; Richard Mann is the specialist in media research. Mr. Tasker constantly looks into broad media questions, such as trends in the magazine field or the resurgence of spot radio. The famed C&W Videotown studies are Mr. Tasker's bailiwick.

An area that is educational because of the cross fertilization of ideas provided is the media supervisory meeting every Wednesday morning. The top personnel in the department exchange ideas on media-buying problems of the agency and give consideration to new ideas that

Mr. McEvoy emphasizes the public relations value of media departments. He says: "The media department is an important show window for the agency. It is the only aspect of the agency that is known to many publications, stations, and media representatives. We must stand out as a capable group and have an intelligent approach to these important people." He adds: "We give media a thorough, intelligent, and competent hearing. They recognize C&W's services to its clients as deserving the 15 per cent media commission."

### MARKETING SERVICES BOARD



may be developed by a media supervisor and his team of buyers. These meetings also provide liaison with the entire marketing services structure. (See chart, "Marketing Services Board.")

The C&W marketing services board operates with William Mulvey, senior vice president, as chairman, it integrates a complete marketing service by teaming the special skills of C&W's marketing-merchandising, market research, and media departments. The board is responsible for long-range marketing strategy. It includes Newman McEvoy, G. W. Tasker (research), and Arthur Felton (marketing-merchandising) as members.

"Communication is of the essence in the fast-moving world of 1958 marketing, and it is a basic in C&W's set-up," says Mr. McEvoy.

"We have attempted to gear our media function to the broad marketing requirements assigned by clients to the modern advertising agency, and in the process we have given our own clients and the hundreds of individual media the benefit of our most careful analysis. We could not possibly function today as agencies did years ago when only print media were available; the well-rounded marketing approach to media selection today is the complete antithesis of media operations then.

"Now the media decision is the result of the effective inter-relationship of agency functions, with media, copy, research, merchandising all communicating with one another and with the account executive in reaching a solution that has the broadest marketing basis. We believe that the organization of our media department is well designed to express the media function in this broad marketing complex."

### REVENUE RECORD

An all-time advertising revenue record was set by the 1958 special issues of *Life International* and *Life En Espanol*. These issues, covering the single subject of Americans around the world, reached a combined gross volume of more than \$425,000.



# These Are New Horizons In International Advertising

By Arthur A. Kron

1. Abroad, qualitative media factors take precedence.
2. Office of Certified Circulation is in the making.
3. Sensational developments by media and agencies along U. S. lines.

Let's try something easy. What is the cost of 13 half hours, once a week, on the five principal TV stations in England? No problem? Well, any one of the few trained international media men would answer: "You can't buy half hours—they sell only spots."

Let's try again. What is the guaranteed audited circulation of the best financial newspaper in the 10 principal European countries? Again the same answer: "Sorry, but in most European countries there are no circulation audit bureaus."

These, of course, are trick questions meant only to emphasize that in the international field, building media schedules is entirely different from building them in the United States and Canada.

In this country, we emphasize quantitative factors, the cost-per-thousand impressions routine, with qualitative measurement more or less secondary. **Abroad, qualitative factors take precedence, because in very many cases, quantitative statistics—if they exist at all—are not reliable.**

If you were to talk to a media man in a leading European agency, he would be quite positive that he could build just as reliable a media schedule in his country as you can here in the U. S.

Can he?

Well, I believe he can, but in many cases I don't believe

he can prove it with statistics the way we can in the U. S. and in Canada.

## Some Problems

Most media abroad are not interested in expending the money necessary to provide the circulation data our domestic media consider essential. They don't have to—now.

As all media men know, audited circulation alone is only one of the factors in media evaluation. More often than not, the international media man must develop his own additional methods of media measurement.

**One of his greatest difficulties is a factor seldom encountered in domestic schedule planning—the dictation of media choice by the client's local distributor or branch office.** Their argument ("I'm on the ground; I ought to know") is a formidable obstacle when you depend on qualitative evaluation in scheduling media.

Starch reports, program recall ratings, and similar services, so valuable here in building effective lists, are nonexistent almost everywhere else. Editorial evaluation and readership studies, so helpful to us here, are not even on the horizon.

Regional or sectional editions of consumer magazines are rare abroad.

Selling strategy through advertising is more difficult overseas. When you want to build a quick audience for your story in the early afternoon, usually you can't use television, which would be first choice in this country. Commercial television is available in only about a dozen countries.

The marketing maps we use here to isolate individual areas and schedule media for efficient coverage are not available except in rare instances. This is a real hardship

*Dr. Arthur A. Kron is called the dean of international advertising agency executives, having been identified in this specialized field longer than anyone else now active. He is founder of the yearly International Advertising Convention. All his 42 years in the agency business have been spent with Gotham-Vladimir Advertising, Inc., of which he is now president. Last month he received the Annual Award of the International Advertising Association for "outstanding achievement in the field of international advertising and marketing."*



when a campaign needs saturation schedule without duplication in circulation.

The chief difficulty in building an efficient media schedule in some localized international media is the lack of rate standardization, further complicated by currency blockage and control in many important countries.

In some countries (e.g., England, the Scandinavian nations, South Africa, New Zealand, Australia) you expect a high degree of rate stability. You wonder about the integrity of rates in some others, while in a third group you know well you have to bargain.

Which are the specific markets in these three categories? That's a well-guarded secret of professional international advertising practitioners. They can't afford to give that information away.

### **Some Progress**

So far I have been reciting what can't readily be accomplished in international media evaluation. Now I should like to review for you a number of things which can be done.

First, one bright spot in building schedules of international advertising media, for North American advertisers, is the excellent group of publications issued here for overseas consumption or with headquarters in this country: the consumer group that includes, for example, various editions of *Reader's Digest*, *Life*, *Vision*; the business papers: *Ingeniero International*, *American Exporter*, *Guia*, and many others. They can supply market coverage statistics. They do a grand job and deserve serious consideration. But in many, many markets they can't supply vertical coverage—you must depend on local media. And often, in places such as Latin America, this means selecting broadcast media for your major effort.

Second, the time is coming when competition and advertiser demand will force overseas media to provide accurate circulation data. Here are two reasons why:

- If the European common market finally emerges as a reality, and Western Europe dismantles its trade and financial barriers, publications will broaden their scope and traditional local reputations will become worthless. Publications will have to spend money to research their circulation coverage and use it to sell their space against competition.
- In the markets of the western hemisphere south of the United States, where North American advertising expenditures account for so much advertising volume, a tripartite, non-profit audit bureau (patterned after the Audit Bureau of Circulations and the Business Publications Audit) is making rapid strides. It already numbers among its members some of the leading print media, as well as important American advertisers and advertising agencies.

### **Office of Certified Circulation**

This organization, the Office of Certified Circulation, familiarly called the OCC, has the blessing of the Inter-

American Press Association and the fatherly interest of the leading American bureaus. The membership timetable calls for the acquisition of a minimum of 25 per cent of the leading print media in the area in the next two years. When this happens, the rest of the eligible print media will fall in line quickly, it is believed.

Undoubtedly, when western hemisphere and European publications submit to circulation audit, the rest of the world will follow promptly.

Third, for what it's worth, the choice of available media for specific coverage in many international markets is not wide. So the building of an adequate media list is readily possible, if you know the market intimately and if you are indoctrinated with the best techniques in modern media selection, despite the fact that you still will be weak in your statistical evaluation.

It should be stated here, for the record, that in reciting the media evaluation information and services that we enjoy in the U. S. and in Canada which are not readily available in outside countries, we are not in the slightest deprecating the value of the media or the ability of the local agencies effectively to serve their markets and clients.

### **INTERNATIONAL ADVERTISING IN A NUTSHELL**

*Despite manifold difficulties—mainly inadequate and inaccurate statistical data—international advertising is a fruitful field for the creative media man. The prerequisites: an intimate knowledge of the market, thorough indoctrination in the best techniques in modern media selection. And for the future, international advertising is rapidly approaching American standards of information and efficiency.*

### **Sensational Development**

In the last five years there has been a sensational development by many local media and advertising agencies abroad along American lines. Their concept of service has broadened materially, and the time gap between their methods and American standards (which has been estimated in the past as being roughly 20 years) has narrowed very considerably. The very latest in American advertising techniques and procedures are well understood by advertising leaders all over the world. They all visit us to study them first hand.

The greatest weakness of foreign advertising is the lack of a supply of outstanding creative staff people (I include the media director). There are still no advertising schools to train a large enough number of young men and women. When these develop, America will be hard pressed to maintain its traditional leadership in advertising.

And when this times arrives, as surely as May flowers follow April showers, media measurement services; tripartite, non-profit audit bureaus; program ratings, market analyses, and all the other techniques American media men use to build their schedules, will also be developed and functioning.



# Media Association Idea Gets Favorable Reception

*Poll Among Media Directors Produces Overwhelming Approval. "Working" Organization Recommended.*

Sentiment favoring an association of media buyers continues to grow daily as opinions come into MEDIA/SCOPE from all parts of the country.

Here's the standing percentagewise as we went to press:

- 85 percent in favor
- 12 percent in favor with qualifications
- 4 percent do not favor

These are early returns from a sample vote to sound out advance sentiment and get suggestions for proceeding.

Those responding have a good idea of what they want and don't want. For instance:

... An international organization is favored, for obvious reasons.

... No one wants "just another organization." They want to be assured of continuity and centralized operation, with programs once started assured of success.

... A *WORKING* type of association is desired, not a social organization. It must be businesslike.

... They applaud MEDIA/SCOPE's leadership in pushing the association idea and helping to form one.

Offers of help in forming the proposed association are many, and it appears organizing manpower will be readily available.

## Typical Comments

Following are typical comments coming into MEDIA/SCOPE's office daily.

"I'm a member of the recently formed New England Media Evaluators Association. From the four meeting I've attended so far, I've gotten a lot of valuable information.

"Naturally, I now think the association idea is great. . . . Not, however, if it's going to be another drinking and playing convention, unwilling to tackle issues and problems because

of the publicity that editorial coverage may turn on it.

"If a *serious* association is going to be formed, count me in."—W. H. Monaghan, media director, J. C. Dowd, Inc., Boston.

"The time is ripe. I'm for it!"—Robert J. Ricglane, media director, Gotham-Vladimir Advertising, New York.

"Think it's a good idea!"—Edward M. Stern, Foote, Cone & Belding, Chicago.

"An association is good if it fills a need! A need exists if the media people in the various agencies want a 'working' association which holds 'working meetings' to solve real industry problems. The industry problems are real and can be specific. . . ."—A. E. Prell, vice-president media and research, French & Shields, Inc., St. Louis.

## Leadership Important

"I think it could be a worthwhile thing. It all depends, as you say, on leadership. . . ."—Mrs. Ellen Edwards, media director, Farson, Huff & Northlich, Cincinnati.

"It strikes me as an excellent idea, but would entail a good deal of organization and planning."—R. M. Johnson, vice-president of media and research, Erwin Wasey, Ruthrauf & Ryan, Los Angeles.

"I would welcome an opportunity to become a member of such a group."—Miss Adele Smith, media director, Heggie Advertising Co., Ltd., Toronto.

## Cites Three Aims

"If an association, such as Mr. Botthof suggests, will:

1. Struggle long and hard for a higher standard of sales presentation on the part of media representatives,
2. Work unceasingly to obtain increasing recognition of the creative

and vital nature of the media buying function,

3. Support whole-heartedly the high standards of research necessary to prove more accurate and efficient tools of our trade,

"Then such an organization is worthy of the support of every media man; and I will gladly do whatever is possible in my own small way to sustain and support the project."—Wallace Feldman, media director, Feldman and Kahn, Inc., Pittsburgh.

## Time Is Right

"I think the time is about right to attempt to re-form a media association. True, the old Media Men's Association (New York City) died a lingering death a few years back. But that was chiefly due to changing conditions in the media field and its relation to the advertising agency.

"Now this area of agency operation has become fairly stable with a proper blending of the seasoned veteran and the youthful heir-apparent, and a recognition of the place the distaff side holds in the scheme of things."—H. R. Sweet, media director, Atherton Currier, Inc., New York.

"In view of the increasing importance of the media-buying function, it seems as though Mr. Botthof has a sound suggestion.

"The idea is too skeletonized at the moment for serious analysis, but I do think Mr. Botthof's wide acquaintance with leaders in the field probably stimulated his action in raising the subject. If so, an association may be closer than we think."—Carl Gylfe, media director, Cunningham & Walsh, Chicago.

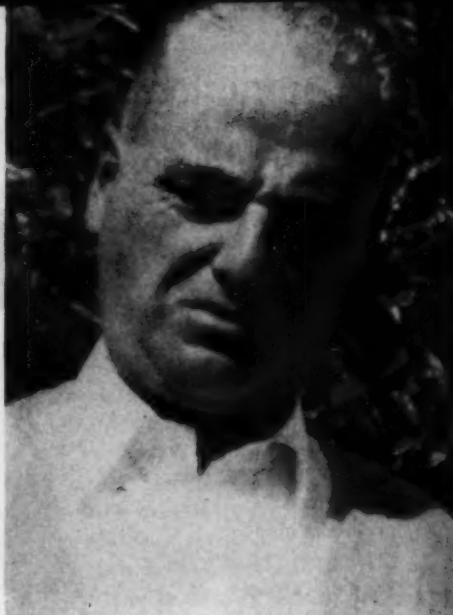
"I am all for it! It's about time we people in media have our own sounding board. . . ."—Harry Sager, media director, Kenyon & Eckhardt, Chicago.

The opinions expressed by these media executives are echoed by many others.

The fact that various local organizations have been tried in the past—and are being tried now—indicates the basic interest. As mentioned before, the answer appears to be a strong central activity in which continuity of effort is assured.

## Mr. San Francisco

John William Davis



The largest independent agency today on the Pacific Coast is Honig-Cooper & Miner. Billing some \$14 million annually, this agency is not only big coastwise, but it is also one of the oldest agencies in America.

Founded in 1908 by Louis Honig, Sr., the agency is celebrating its fiftieth anniversary. (Dan D. Miner & Company, which joined Honig-Cooper on March 1, goes back to 1911.)

Media director is John William Davis. San Francisco born, reared, and educated, Jack Davis is a tall, balding, pleasant chap who also is celebrating his own fiftieth anniversary (he was born January 31, 1908). Davis is so proud of being a San Franciscan that he doesn't hesitate to point out that his wife, her parents, and his parents were all born there. In fact, Jack talks California with all the gusto of a Texan talking Texas.

His background includes time as a space salesman, a department store employee and a research man.

An example of what his own agency thinks of his all around ability is the fact that he is not only a busy media director, but also the secretary and treasurer of Honig-Cooper & Miner.

Before going into business, Davis specialized in economics in college. This education plus the varied background of experience have helped to make Jack Davis a very able media man.

Space reps who call at the impressive, tastefully decorated Japanese-decor headquarters of the agency out near Fisherman's Wharf will testify that you have got to be able to answer a lot of questions before making a sale to Jack.

Jack does considerable hopping along the Pacific Coast where most of H. C. & M's accounts are located and also to the Procter and Gamble offices in Cincinnati. P. & G. recently purchased Clorox, an H. C. & M. account. It was a feather in the Pacific Coast agency's hat when P. & G. retained them because of the fine job the agency had done through the years.

John William Davis attended grammar school and Lowell High School in San Francisco. Later, he went on to the University of California. But along came that devil "depression" and Davis had to leave before he took his degree. At California, Jack specialized in economics.

His first job was as a classified advertising space salesman with the *Los Angeles Examiner*. Anyone who has sold classified for Hearst on the Pacific Coast will testify that a beginner in advertising couldn't get any better or tougher training in advertising fundamentals.

Later, Davis went on to Portland, Oregon, where he spent two years in the department store business with Olds-Wortman & King. He returned

to San Francisco and joined Ross Federal Research Company. He was not there very long before he won the first prize in a national product research contest in which all of the Ross offices had participated.

In August 1938, Jack Davis joined the Honig-Cooper Company as a media assistant. Subsequently, he became space buyer and then later media director as well as an officer of the company. Although his double duties at Honig-Cooper & Miner make him hard pressed for time, Davis has participated freely in the activities of the AAAA and in the Milline Club (of which he is past president). Today, he is a secretary-treasurer and member of the Board of Governors of the Northern California Council of the AAAA.

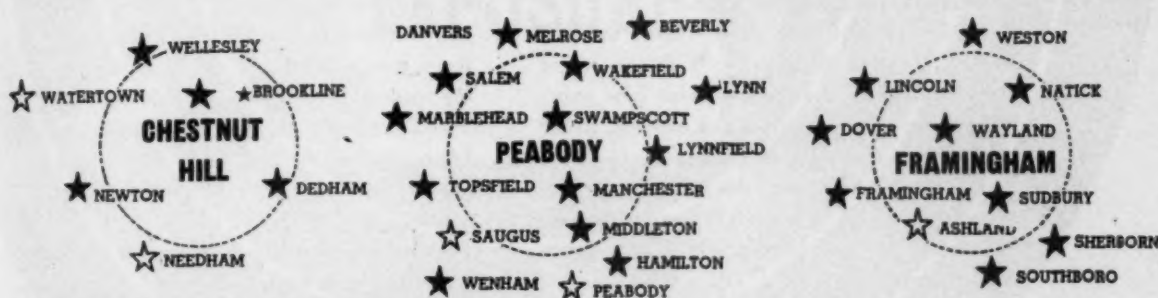
For the past three years he has been a member of the national broadcasting media committee of the AAAA.

Married in San Francisco in 1933, Jack and his wife, Beth, have one youngster, John, Jr., 14. Persistent and permanent San Francisco supporters, the Davises naturally live in the city.

His hobbies include golf and photography. He is a member of the Lake Merced Golf Club, Concordia Club, and the Press & Union League Club. His real hobby, though, is amateur photography, and he has done some excellent work, too.

—JOHN MCCARTHY

# BOSTON'S 3 Big Shopping Centers get the Big Bulk of their business ... from the towns where the Herald-Traveler delivers the Big Bulk of the Buying Power



★ HERALD-TRAVELER LEADS NEAREST COMPETITOR

THESE ARE THE BOSTON SUBURBS WITH THE BIG BULK OF THE SPENDING POWER.

In 27 out of 32, the Boston Herald-Traveler leads its nearest competitor—delivers the big bulk of the families with the money to spend on package goods, soft goods, durable goods—whatever you have to sell.

The Herald-Traveler's "Big Bulk Delivery" makes Metropolitan Boston one of the most economical and profitable markets to cover in the U. S. A. It makes a media man's selection easier—an advertiser's job more effective.



One contract delivers the "Big Bulk" in Boston

## The Boston Herald-Traveler

*Boston's Basic Buy*

Represented nationally by GEORGE A. McDEVITT CO., Inc. • New York • Chicago • Philadelphia • Detroit • Los Angeles  
Special Travel and Resort Representative HAL WINTERS COMPANY, 7136 Abbott Avenue, Miami Beach, Florida



# The Saturday Evening Post presents a major breakthrough in media research... the first bull's-eye measure of the advertising page!

Advertising leaders for years have been asking for something more specific than figures on a magazine issue.

ABC Circulation (1914) tells you how many copies of an issue are bought. Total Audience (1939) measures the people looking into the issue. Reading Days (1956) gives you initial and repeat reading of the issue.

Now — for the first time — the Post pinpoints the advertising page. With this major breakthrough, you can now know how many times your advertising page is exposed to the readers of a copy of a magazine.

It is the difference between counting the customers who walk into a store — and the ones who come to your counter, where your goods are displayed.

*This new study of Ad Page Exposure was developed by Alfred Politz Media Studies, in consultation with the Advertising Research Foundation.*

*It introduces a new concept in media measurement: the power of the magazine page to provide face-to-face contacts . . . to bring readers within immediate visual range of your ad.*

This new measure was two years in the making. The interview method was tested for accuracy by seven separate check studies. It

proved extremely precise (Exposure actually understated by 3%).

Now, The Saturday Evening Post can report the results of the first Ad Page Exposure study — done by Alfred Politz with a national sample of over 12,000 people. We can give you, in this space, only the high light:

*Alfred Politz proves that, in an average issue, your advertising page is exposed to the readers of The Saturday Evening Post over 29,000,000 times.*

*That your advertising page in a single copy of the Post makes 5.8 such customer contacts.*


For each exposure, the cost to you is less than one-twelfth of one cent.

We will deal further, in later reports, with other significant aspects of these findings. Meanwhile, for more details, please call your Post salesman or write to the Research Department, The Curtis Publishing Company, Independence Square, Philadelphia 5, Pennsylvania.

**NOTE TO OTHER MEDIA:** *Because of the importance of this new study, its techniques and methods will be made available to any medium wishing to apply the measure. This information will be furnished as soon as complete data are published. And we assume that the standards of the Advertising Research Foundation will be met in using it.*





Sell the POST  INFLUENTIALS - they tell the others!



# A Prime on Buying Bu

*Chirurg authority discusses  
and gives some of o*

By Howard G. Sawyer

One of the great, gray indeterminate areas of advertising is the matter of media selection.

If we stated that media very often are selected, even by professionals, on the basis of "by guess and by gorry," we wouldn't be far wrong. And the best of professionals make mistakes—we might cite the instance of Philip Morris and its agency which finally conceded that the most popular show on TV was "wrong" for them, and cancelled out of "Lucy."

Information available on media like TV and the amount of attention paid to TV shows by the public is much more abundant than on readership of business papers; still, the experts err.

Anyone attempting to make a conscientious appraisal of business papers has the following types of data to work with:

**1. Circulation.** Such figures are maximum potentials—the number of

copies distributed, regardless of whether any reading takes place.

The day when big hunks of "circulation" were dropped into the river has passed. Today we have auditing organizations to examine records and attest that the publications are telling the truth about where their copies go.

Yet the audits do not tell how many copies suffer, in effect, a fate equivalent to being "dumped in the river"; they do not tell how many copies go to people who don't want them, nor how many go to people who don't read them.

Circulation is obtained in several ways.

Some magazines are sold by subscription. Subscriptions are obtained by mail (the majority, in most cases) and by field solicitors selling subscriptions in plants. Some copies are paid for individually; others are bought by the company for distribution to employees. "Paid-for" industrial magazines are mailed both to the plant and the home, in proportions which vary, in favor of one or the other, from magazine to magazine. (The copies going to the home can be identified as to industry and function in the audit.)

Other magazines are circulated free to lists developed by the publishers from various sources. Such publishers call their circulation "controlled" because they can send copies (1) only to desirable people; and (2) to a feasible maximum of desirable people. (When you have to sell your magazine, you can select—and

put limits on—the types of people you solicit; but you can't expect to sell 100 per cent of the desirable people.)

A variant of the "controlled" type is the "franchise" circulation, whereby a third party—perhaps the industrial distributor—furnishes his customer and prospect list to the publisher, and the magazine is distributed as a service of the distributor.

Publishers of paid-for magazines assert that their type of magazine serves the readers' needs, rather than the advertisers' (which is the way it should be, because the advertiser won't gain anything from advertising where there are no readers). If a man will pay for a publication, they claim, he'll more likely read it. They criticize the "free" publication on the basis that its circulation is stimulated solely by the ambition of the publisher to have big numbers of circulation to sell to advertisers. There is some justice in this criticism; certain free publications seem to be able to find new people whenever competition creeps up on them.

Also, subscriptions help pay the cost of circulation-building (and perhaps more); but the advertiser has to pick up the entire bill for building a "free" publication's circulation.

A large percentage of a paid-for publication's circulation is home-delivered, where (it is claimed) reading is more regular and more thorough. On the other hand, this means less in-plant pass-along of copies.

The argument is made by the con-

*Howard G. Sawyer is vice president of James Thomas Chirurg Company of Boston and New York.*

*The opinions expressed in this article by Mr. Sawyer are his own, and do not necessarily reflect the policy of MEDIA/SCOPE. We feel, for instance, that the basic mission of a publication so far as the advertiser is concerned is to expose his message to an effective audience. Whether or not the message is read well or leaves an impression depends largely upon many other factors, such as copy and layout. —The Editor.*

# Business Paper Space

discuss common bases of evaluation  
of own ideas.

trolled publishers that the fact a man gets his copy free doesn't mean he thinks less of it. Actually, he may not know—or he may not even be paying, himself, for his paid magazine.

Another argument they use in favor of the controlled magazine is that its circulation list is kept up-to-date. They theorize that in the case of a three-year subscription, let's say, the man may die or move or take on new job responsibilities without the publisher's knowledge. On the other hand, the controlled publisher, who depends upon lists for his circulation, must continually be re-screening the plants.

All in all, it looks, on the surface, that the controlled magazine is the better buy—particularly when it is known that many paid-for magazines fill out their circulation with a free list.

But that conclusion is not necessarily justified. *Circulation* is not the equivalent of *readership*. A magazine that gets tossed in the wastebasket, or placed on a reception room table, or filed in a library, doesn't do the advertiser much good.

It's therefore necessary to apply another type of appraisal:

**2. Reader habit.** Here, the information is spotty. Some investigations have been made which clearly indicate that business men *do* read their trade journals. But only in a few cases do we have reliable information on specific publications, and in no case I know of are relative figures available for competing publications.

(Proof that advertising pays is abundant. But it's usually an expensive project to determine *exactly how much* any one publication contributes to this.)

Publications use several methods to demonstrate readership—in other words, to show that the contents make reading worthwhile—and these methods are, in the main, considerably less than 100 per cent satisfactory.

One method is:

**3. Readership studies.** This is a misnomer, to begin with, even though most publishers use the term. "Media preference studies" is more descriptive.

Such a study is made by asking a sampling of industry which publication it prefers. The studies are made by publishers, or they are made by advertisers or their agencies.

**The media preference study is an occupational hazard of the advertising business.**

Many large publishers consider it their chief stock-in-trade. Yet many on the buying side maintain a very cynical attitude. For the following reasons:

a. It's virtually impossible to construct a questionnaire without introducing bias. (For example, the use of the word "regularly" supposedly favors the more frequently-received magazine: a weekly does better, normally, than a monthly. Some publishers deny this, but most authorities, including some publishers of *advertising* trade papers, subscribe to it.)

b. The older publications generally out-score the new ones—even in cases where the old ones are on their last legs and the new ones are "hot."

c. Publications with "prestige" often win out. It might be said that a respondent would like to have it known he reads *Fortune*, even if he doesn't. (I'm reminded, irrelevantly,

of a study which showed women avidly reading silverware advertisements and *never* reading Kotex advertisements.)

d. It's a mistake to "generalize from the specific." A survey showing that magazine X is the best buy for one company, does not necessarily prove that it's the best buy for another.

I could go much farther in a condemnation of media preference studies. A book called "How to Lie With Statistics" might be suspected as a text for certain publishers. But we can sum up the whole story by saying that *any* publication can furnish studies showing it to be the best buy. (If you aren't on top in numbers, then maybe you can work it out on a basis of "readers per dollar" or "percentage of increase"—or you can even make a number of surveys of very small and possibly specialized samples until you find one that comes out in your favor.)

The point is, it takes a trained media buyer to find the gimmick. People who aren't sophisticated in the subject are easily taken in by a persuasively-presented report of a media preference study.

Meanwhile, others publishers—especially those which regularly lose out on media preference studies—urge advertisers to judge publications by:

**4. Reader action.** This, of course, means "inquiries."

An earlier article of the writer's ("Can You Use Inquiries As a Gage of Readership?"—*Industrial Marketing*, December 1954) aimed to show a lack of correlation between inquiries and readership of advertisements. The same evidence could be used to show that inquiry returns are *not* a reasonable measure of relative *publication* readership, unless the *prime* purpose of the advertising is to induce inquiries.

(I might go even beyond this article to suggest that *not all* inquiries are worth the postage it takes to acknowledge them.)

Not mentioned in the earlier article, but nevertheless an important factor in the consideration of inquiries as a guide to space-buying, is the response-stimulating devices used by the publisher. Some publishers use these devices; others do not.



For example, publications that include reader-service post cards or mailing slips (corresponding to coupons in advertising) will normally outpull those that do not. The extent to which advertisements and editorial items are keyed to such post cards and mailing slips will, of course, exert an influence on the volume of inquiries.

(One publication multiplied average inquiry production by 10 merely by introducing a reader service card cross-referenced to advertising pages, "new literature" column, and "new product" items on editorial pages.)

Publishers, then, can produce inquiries. The influence that their inquiry-stimulating devices have on advertisers' records is indicated by the fact that 85 per cent of the inquiries recorded by advertisers come from publishers, as against 15 per cent direct from the advertisement, according to the records of 24 advertisers who could distinguish between publicity and advertising returns.

Such devices, of course, are not without their value. A good sales lead is a good sales lead, regardless of its source.

However, the very fact that publishers vary in the extent to which they utilize these devices suggests that it is just as much a mistake to use volume of inquiries as an index of relative publication values as to use them as an index of advertising readership.

So—to this point, we have condemned "readership studies" and "reader action." The question begins to form: "Just what do you suggest?"

Well, for one thing, I am inclined to put some faith in what we call:

**5. "Readership studies."** That is: actual measurement of the reading of an advertisement.

The science of this hasn't been really developed, but eventually it may reach a stage when, by measuring amount of reading of an advertisement, it will be possible to show:

a. To what extent the magazine itself is picked up and read by people we would like to have read it.

b. How often the individual advertisement was read by those people.

Some progress has been made, but much work needs to be done. The writer has been a student of readership studies for many years, serves as an advisor to certain publications,

and has lectured many times on the subject to advertising groups. But we're a long way from the solution to the problem.

At the moment, we know the extent of our ignorance and we know some of the pitfalls. It is hoped that a committee of the IARI, of which the writer is a member, will be successful in setting up criteria for readership studies which will make it possible to use them in media evaluation.

**Having criticized all the present systems for media evaluation, it is only fair to answer now in your mind: "By what means can you select media intelligently?"**

A cynical answer would be the same answer I've given to a number of publishers who have asked me what they might do to convince me of their respective magazines' superiority: "Hire yourself some darned good salesmen."

Actually, a sophisticated space buyer puts many considerations into the pot, and here are some of them, in no particular order:

a. *Analysis of circulation in respect to market coverage and job function (such an analysis doesn't reveal whether the publication gets read, but at least we know it has to "get there" in order to be read).* Unfortunately, competing publications don't use the same system of classification (some are pro-S.I.C.\*, others anti-S.I.C.) which means no basis for comparability.

b. *The nature of the editorial material.* It makes sense to conclude that the better and more pertinent the editorial, the greater the likelihood the magazine will be read and preferred. Obviously, it is difficult for an advertising man to appraise the worth (to the readers) of articles on, say, chemical engineering. So we have to rely upon evidence concerning, for example, the investment made by the publisher in editors, editorial research, and editorial presentation.

c. *The ratio of advertising to editorial.* (This has to be carefully examined: on one hand, too little editorial might mean the publisher isn't performing the service his readers expect; on the other hand, heavy advertising suggests that a lot of advertisers believe the publication is a good one.)

\*The U.S. government's method of classifying industrial firms.

d. *Media preference studies made under conditions which closely duplicate the situation in which our client is involved.* Again, though, we cannot help being suspicious—it's pretty easy to "rig" a survey.

e. *Requests, by readers, for reprints of editorial articles.*

f. *Percentage of editorial articles on subjects relative to the advertiser's product and market.*

g. *Appearance of competitors' advertising—in other words, following the crowd.* (But sometimes it's better to dominate in one magazine, rather than to be one of the mob.)

h. *Studies of duplication of readers by various magazines, renewal rates, space costs, solicitation practices, etc.*

I must confess that the margin of error is great.

And yet I think that plain horse sense, plus a realistic attitude toward the claims of the space salesman, will do a better job than an adding machine will, working with incomplete and sometimes faulty data.

### "Recession" or "Depression," Church Construction Market Continues B-I-G

Take Toledo, for example. Most denominations there report financial support is better in '58 than in '57. Couple this with population increases, the move to Suburbia, the fact that many churches are beyond economical repair. It adds up to a big church construction and equipment budget this year, and an estimated \$9 billion spread over the next ten. Who controls the purse strings? In the Protestant Church, they rest in the combined hands of pastor, church architect, church board and committee heads. That's why YOUR CHURCH (read by over 200,000 pastors, over 1,000 church architects) backed by THE LEADERS' GROUP (an unduplicated circulation of over 600,000 lay leaders) leads the field in reaching the decision-making group in the growing Protestant Church construction market!

Interested in an appraisal of the expanding Protestant Church building and equipment market? Just write for the market report, "Churches From Coast to Coast".

**ALLAN E. SHUBERT CO.**  
703 Hamilton Court Bldg.  
Philadelphia 4, Pa.



# What Is The Legality Now of Compulsory Combination Rates?

*Does the Northern Pacific Railroad case open the way for antitrust action against combination rates?*

By Morton J. Simon



Arthur Krock, writing recently in *The New York Times*, warned:

"Generalities founded on divisions in the Supreme Court are among the most hazardous ventures in this category, since they can be disproved by the divisions that appear a week later."

A prime and pertinent example of this—for buyers of media, has taken, not a week, but almost five years. It concerns the important combination- or unit-rate problem that has been kicking around newspaper and advertising circles for a long time.

As a result of the 1953 *Times-Picayune* case and the later *Kansas City Star* case, it was understood by lawyers and advertising people alike that compulsory combination rates were legally acceptable, provided the media in question did not "enjoy" a position of monopoly in the market. In the *Times-Picayune* situation such a rate structure escaped condemnation because of the competitive newspaper picture in New Orleans; it was condemned in *Kansas City* because of the *Star's* alleged monopolistic position through newspaper, radio, and TV controls.

Industry thinking was premised largely on the favorable *Times-*

*Picayune* ruling. However, perhaps it was wishful thinking which led some to ignore the fact that the Supreme Court was careful to point out that it did "not determine that unit advertising arrangements are lawful in other circumstances or in other proceedings."

But note carefully: this decision, limited as it was, was a 5-4 division.

## Court Reverses Position

Now, the position of the Court has been seemingly reversed by what may euphemistically be described as an "interpretation" of its ruling in the *Times-Picayune* case. This has occurred in the recent *Northern Pacific Railroad* case. This latter decision involved freight shipments tied to land sales by the railroad. It did not concern advertising rates. But the Court was compelled to answer the railroad's argument based on the *Times-Picayune* ruling.

In the railroad case, the opinion points out:

"The vice of tie-ins lies in the use of economic power in one market to restrict competition on the merits in another, regardless of the source from which the power is derived, and whether the power takes the form of a monopoly or not."

Thus a showing of a "form of monopoly" is not necessary, notwithstanding the prior statement (in the *Times-Picayune* case) that a compulsory unit rate had not been a violation of the Sherman Act "because there was an insufficient showing of a specific intent to destroy competition."

We may state the present rule to be: any tie-in sales through

such rate structures is illegal if it acts as a restraint on competition. This is a vastly different norm, and one which can be much more easily attacked under the antitrust laws.

So Mr. Krock's warning against reliance on "generalities founded on divisions" is well founded.

## Practical Results of Decision

The practical results of this swing in Court thinking may be very serious. The lack of Federal action against combination rates since the *Times-Picayune* case (except for the *Kansas City Star* matter) may end, and charges may be instituted against other media employing such rate setups.

Each such rate structure must be reexamined in the light of the current concept. Such self-examination may result in the voluntary abolition of particular practices, at least on a compulsory basis.

While there is no apparent connection with the new interpretation, some papers have recently eliminated compulsory unit rates. For example, effective February 1 last, eight Gannett-owned papers issued new rate cards without such requirements, covering five areas (Rochester, Utica, Elmira, Newburgh and Beacon, N. Y.).

We may see a series of divorcements between newspapers and their radio or TV outlets if there have been compulsory combination rates or the overall set-up is a restraint on free choice of a medium in the market. The *Kansas City* aftermath is typical of this. The decree ended the forced unit rates, both for subscriptions and advertising, and also compelled the sale

by the newspaper publisher of WDAF and WDAF-TV "within a reasonable time."

TV networks will have to reorient their positions in protecting their rights over option time, etc., on the local outlets. This comes at a bad time in view of the Congressional picture.

### Guide for the Future

In the future it would be helpful to keep an eye on the following elements of any unit-rate or controlled sale structure:

1. The intent or purpose behind the combination rates or the overall control of multiple media advertising in one market.

2. The degree of domination which a particular paper or group of media enjoys in its market.

3. The relative importance to the advertiser of a specific paper or outlet in its market.

4. Whether or not an advertiser would want to buy voluntarily the second paper or medium owned by the first.

5. Whether the combination rates are compulsory or merely permissive and available.

6. Whether the structure requires a purchase of radio or TV time as well as printed coverage.

7. Whether the space representative or station representative uses pressure or threats of any kind to sell the combination or exclude the advertiser from one medium without a purchase of the other.

### SERIES BY SIMON

*Morton J. Simon, an attorney who specializes in advertising law, has contributed the following articles to MEDIA/SCOPE:*

*February—"Taxes on Advertising: Their Meaning to Media-buying."*

*March—"Who Owns Unused Space and Time?"*

*April—"Media Have the Right, Sometimes the Duty, to Refuse Advertising."*

*May—"Who Is Liable for Errors, Medium or Advertiser?"*

*In coming months, he will discuss the following subjects: "Liability for Short Rates," "Guaranteed Position and Its Problems," "Have You Read the Small Print in the Standard Order Blank?" and others on similar subjects pertinent to the interests of buyers of media.*

## PROMOTIONS AND PRESENTATIONS

Reader's Digest has published a 24-page booklet reproducing advertisements of more than 20 airlines, railroads, and steamship lines from its various international editions. The booklet, entitled "Selling Transportation Around the World," points up the audience of travelers and transportation buyers reached by Digest international editions. A list of transportation advertisers who have used the editions during the past year is included.

McCall's is offering its new "Book of Family Manners," a 36-page guide to good manners by Carolyn Hagner Shaw, covering a variety of social situations. The booklet includes sections on table manners, travel, how to be a good hostess, correspondence, and introductions. Special sections give hints for training children and dating tips for teen-agers. Other topics covered are weddings, how to be a welcome guest, and proper procedures in event of births and deaths.

Station WISN, Milwaukee, launched a music experiment that backfired according to plan, and then some more. Abandoning its 18-months' policy of broadcasting familiar pop and show tunes, the radio outlet one day tried switching to rock 'n roll records and a "top 40" formula. Most of the competition was doing it, and it seemed to be what "the people wanted."

Under a barrage of more than 600 phone calls from unhappy listeners after only five hours of the new formula, WISN began to reconsider. Advertisers, too, joined the crowd at the wailing wall, and Marquette University students began collecting 500 signatures on a petition asking for return to the standard favorites.

By afternoon of the day rock 'n roll was launched, the top 40 records became a literal burnt offering to public opinion, and WISN was back at its old stand, spinning the old favorites again.

From Home Office to Service Station,  
SINCLAIR IS



"Spot is doing a great job for Sinclair. And," adds James J. Delaney, Sinclair Refining Company's Advertising Manager, "we now boast the biggest campaign for size, scope and duration, in spot radio history. It's been so successful that a questionnaire sent to Sinclair marketers and distributors brought a resounding 95% request for continued use of Spot Radio!"



SPOT SALES

## Scope on People



**BUSINESS PUBLICATIONS:** Discussing ways to increase effectiveness of business publications as an advertising medium are ANA Members and members of a Business Paper Publishers Committee composed of representatives of ABP, NBP, and unaffiliated publishers. They are (from left) Louis J. Perrottet, v.p. of Gage Publishing Co., and new chairman of the committee; Paul B. West, president of ANA; Ralph Winslow, v.p., Koppers Coke Co., and chairman of ANA and its Business Paper Committee; Philip Hubbard, president, Reinhold Publishing Co. and outgoing chairman of Business Paper Publishers Committee. Two groups recently held a joint meeting in New York.



**GROUND-BREAKING:** Last month in Skokie, Ill., Standard Rate & Data Service broke ground for its new building. Plying the spade are C. L. Bothof, president; Harry Maher, of Maher & McGrew, architects; and Walter E. Bothof, SRDS chairman.



**PUBLIC SERVICE:** This special poster tells about business donations of advertising for public service purposes. Designed by Jacques DunLany, center, of John Donnelly & Sons, the poster is displayed by Warner R. Moore, president of Outdoor Advertising, Inc., left, and L. H. Odell, president of Foster & Kleiser Co.



**TOP SPOT:** W. D. Moore, (left) director of advertising, Dodge Division, Chrysler, receives transistor radio from Charles Fritz, of John Blair & Company. The occasion: top honors for Dodge radio commercials in a Blair survey.



**EDITORIAL AWARDS:** Presiding at Jesse H. Neal editorial awards in New York are Walter Clissold, chmn., ABP Editorial Division and exec. v.p., Clissold Publishing Co.; Floyd G. Arpan, professor at Medill School of Journalism, Northwestern, and chairman of judges; Nelson Bond, chmn. of ABP and exec. v.p. of McGraw-Hill.



**EDUCATION:** Peters, Griffin & Woodward, Inc., station representative, is showing a presentation ("A Local Affair") around the country designed to acquaint field personnel of national advertisers with the merits of spot television. At a recent installment in Fort Worth are (from left) George Cranston, general manager, WBAP-TV; George Castleman, vice president, PGW; E. L. Dobbs, general manager, Ft. Worth, Armour & Company.

# America's newest

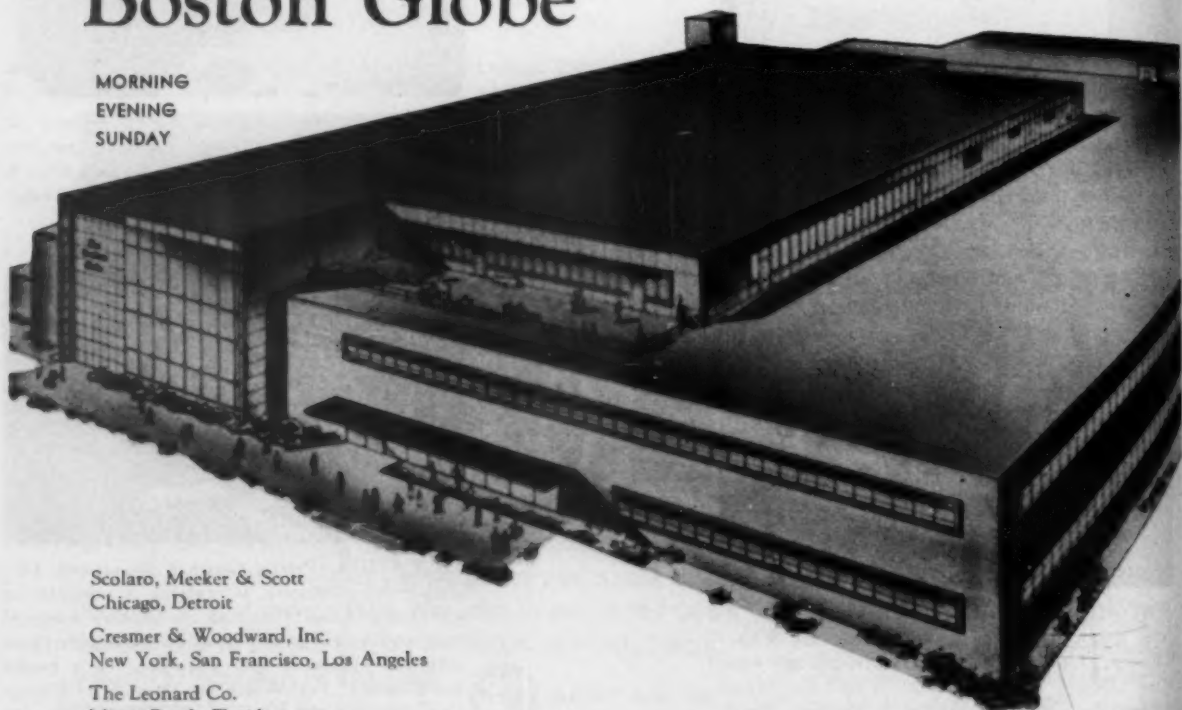
The world's most modern newspaper plant — with 37 new color convertible press units — has just opened in Boston. The spacious 12-million-dollar building contains every modern device to produce a more attractive, readable newspaper.

ROP full and spot color is now available for the first time in any metropolitan newspaper in New England.

*New England's big family newspaper is now,  
more than ever, going places in Boston . . .*

## The Boston Globe

MORNING  
EVENING  
SUNDAY



Scolaro, Meeker & Scott  
Chicago, Detroit  
Cresmer & Woodward, Inc.  
New York, San Francisco, Los Angeles  
The Leonard Co.  
Miami Beach, Florida



# New England's First

The Boston Globe is the first — and only — metropolitan newspaper in New England to offer its advertisers ROP Full and Spot Color. Join the leading advertisers who are gaining these huge advantages of COLOR ADVERTISING:

- 1 Vastly Increased Readership
  - a. by women — 77%
  - b. by men — 87%
- 2 Vastly Increased Retention Value
  - a. by women — 67%
  - b. by men — 133%
- 3 Increased Action

27% more women and 50% more men *did* something about color advertising.
- 4 Increased Desire To Buy

(All figures from survey by Publication Research Service for The Milwaukee Journal.)



SELL MORE  
WITH  
**ROP**  
FULL & SPOT  
COLOR

## The Boston Globe

# MEDIA RESEARCH

## WHAT, IF ANYTHING, DOES IT MEAN TO COPY WRITERS?

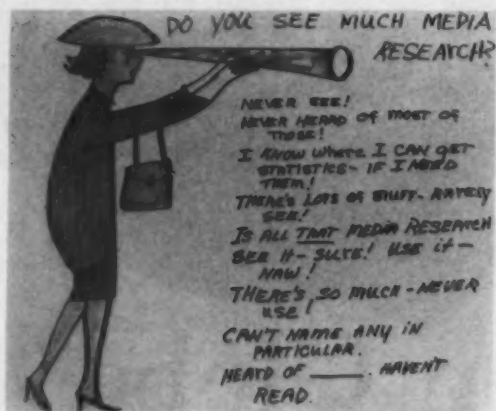
*Text by Janet Wolff, copy group head, J. Walter Thompson Co.,  
and author of "What Makes Women Buy."*

*Illustrations by Bernard Owett, art director, J. Walter Thompson Co.*

These pictures were used by Janet Wolff, copy group head of J. Walter Thompson, and author of "What Makes Women Buy," in her talk to the American Marketing Association on the value of media research to copy people. Points emphasized by the charts are results of what Mrs. Wolff calls a "random friendship sample" among 30 copy persons in 15 top agencies in New York, Chicago, and Boston.

Suggested measures to correct the situation, said Mrs. Wolff, include letting copy people know the research is there, explaining its value, and planning more research with copy writers in mind, to tell them what makes people buy, and why.

Artist is Bernard Owett, art director, J. Walter Thompson Company. Captions are excerpts from Mrs. Wolff's talk.



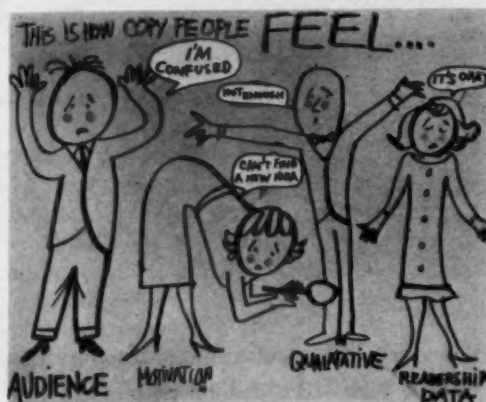
To copy people, most media research and research done by media blends into an unclassified mass. Many never see it, yet most were aware that these materials were there if they wanted it. Some mentioned familiarity with Life, McCall's, Good Housekeeping, and Chicago Tribune studies.



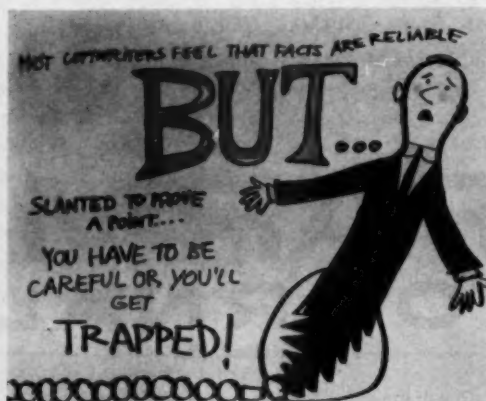
There seems to be no set pattern among agencies as to how copy people learn about new studies. Most copy people would prefer to get material via the media research department, with evaluation. They worry that they may not interpret correctly, are suspicious about conclusions.



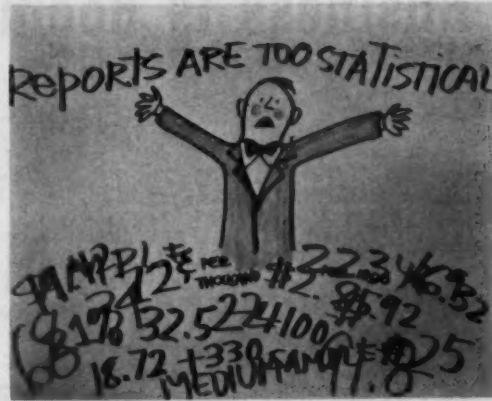
Copy people seem to fall into two distinct groups . . . those who like media research and want to see more, and those who want less, and feel that money, time, and effort are wasted. Regardless of how they feel, both groups have many of the same attitudes about media research.



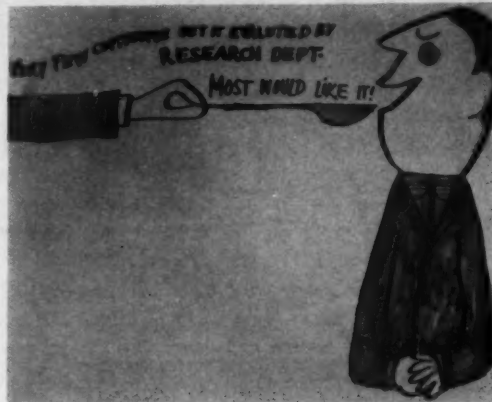
Copy people lean toward non-statistical reports, and prefer those which help them understand people's needs, desires, and actions. They feel there is not enough research of this kind. The one exception is motivation research. Half feel it is extremely useful. The other half feel they've yet to see a new idea from this technique.



Most copy people have a healthy respect for research techniques employed in media research. They believe each study is honestly researched, yet worry about interpretation . . . worry that statistics are interpreted to prove a preconceived point. "If not so," said one copy writer, "how could these reports be so contradictory?"



Asked if they understood reports, most said "yes," yet volunteered that they are too statistical. Most copy people agree that you have to spend time and effort to make them meaningful. Many would like reports more clearly explained. One offered a suggestion: "Present material in terms of a single representative person, not numbers."



Most copy people have the idea that maybe the experts can interpret media research better than copy people can. Interpretation should be made by an unbiased group. Since conclusions of research are often suspect, the agency's own research staff could help by clarifying statistics, and telling the copy people what they want to know.



Suggested improvements. . . Let copy people know availability and value of new research. Interpret findings with copy people in mind, using different reports than those given to media and research men. Avoid sweeping conclusions. Plan more research designed to help copywriters, telling them what makes people buy, and why.

# Business is Booming in the Country



**No Recession Here!**

Power farms  
Serving more and more consumers  
Mean a bigger, richer FARM MARKET

**FARM JOURNAL**

	1954	1955	1956	1957
Cash income per Farm Household	\$4,000	\$4,500	\$5,000	\$5,500
Total Assets of Agriculture (in billions)	\$100.0	\$110.0	\$120.0	\$130.0

One of the nation's truly great service magazines  
Read by most of the best farm families

The assets of agriculture now stand at an all-time high, 188.3 billion dollars, up 11 billion dollars over 1957.

Farm cash income for the first quarter of 1958 is 7% higher than a year ago.

Most of the best farm families depend on FARM JOURNAL. The same is true of advertisers.

You Ought to Buy Now!

## FARM JOURNAL

Philadelphia 5, Pa.

One of the nation's truly great service magazines  
Read by most of the best farm families

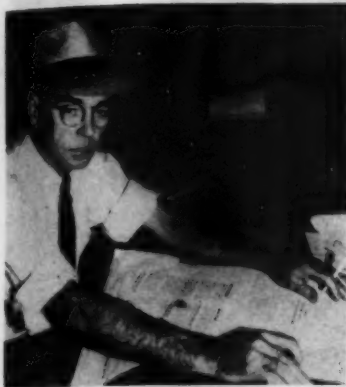
Graham Patterson  
Publisher

Richard J. Babcock  
President



# How to Treat Space Salesmen:

## By an Old Space Salesman



By Ralph Sadler

I've been on both sides of the advertising agency fence. For 20 years I sold space for the *Boston Transcript*, long since gone to its reward. I hasten to add that my sales efforts did not contribute to the demise; indeed, the paper survived several years after I left. For another 12 years I continued to sell space with Julius Mathews, newspaper representatives. During the latter period I also bought space in advertising trade publications for many of the newspapers we represented.

Somewhat to my amazement I found myself, some years ago, in the advertising agency business. If this isn't the simplest and easiest way to make a living, then neither is that of the space salesman. I rate the latter as a difficult life. It is perhaps because of my dual experience that I have developed some practices as an agency man which I feel are helpful to space salesmen.

**Never, if I can avoid it, do I keep a salesman waiting.** If I intend to see him I see him as quickly as possible. If I can't see him, and he is a New York salesman, I send word for him to see me after lunch, or next day, or call me for an appointment. If he is from out of town I will interrupt almost anything to step to the reception room for a moment and tell him why I can't see him, and give him a very fast rundown on his book's position with reference to the account in which he is interested. An out-of-town man is obliged to make the most he can of an expensive and time-consuming trip. His trip reports

---

*Mr. Sadler is vice president of John Mather Lupton Company, a New York agency specializing in industrial and technical advertising and public relations. He was a newspaper man for 30 years before joining the agency in 1945.*

*Agency man develops Golden Rule of conduct  
based upon his experience in two areas.*

look much better if he can say that he has seen the Account Executive—however briefly—and state the situation on the account.

**Never, if I have the facts, do I use equivocal expressions which trap the salesman into thinking he has a chance for business when I am fairly certain he has not.** There are salesmen of an optimistic mold who think success is just around the corner unless it is made very plain that this is not the case. Therefore, I never offer encouragement unless I am quite certain that the outlook is favorable. We observe the opposite of this situation frequently when a salesman calls on a client, particularly with respect to special issues, and reports to his New York team-mate that all he has to do is see the agency and pick up the order. More often than not the client has said merely, "That sounds interesting but you must see the agency." Always, if decisions are completed, and it appears that adequate consideration has been given to the subject, I try to state the situation to the salesman precisely as it is.

**Never do I permit a salesman to waste much time on me** if his publication and its competitors cover a field of which my ignorance is so superior to my knowledge that I intend to leave the decision completely in the hands of the media buyer.

**Never do I send a salesman to see a client when I already know, or think I know, what the final answer will be.** On the other hand, I never attempt to dissuade a salesman from calling on one of our clients unless I have reason to believe a call at that time will do his case more harm than good. If there is such a reason, I tell him. Then he is free to follow his own judgment.

On rare occasions I make a statement to a salesman which turns out to be counter to the facts, as, "You will be on for 12 insertions" or "You will not get the schedule." It will occasionally happen that either of these situations will reverse itself. In such cases I call or write the salesman's superior (with similar advice to the salesman him-

# Facts about the Giant that's growing in Solid Cincinnati!

Lineage figures up-dated as per Media Records  
to cover first 4 months of 1958!

## The Cincinnati Daily Enquirer is *biggest* in:



"Search me . . . It was lying on top of  
that folder full of  
Cincinnati Enquirer data."

CITY ZONE CIRCULATION	}	Daily Enquirer	148,259	GENERAL DISPLAY LINAGE	}	Daily Enquirer	879,512
		Post	118,901			Post	727,111
		Times-Star	122,886			Times-Star	716,098
COMBINED CITY & RETAIL TRADING ZONE CIRCULATION	}	Daily Enquirer	190,187	AUTOMOTIVE LINAGE	}	Daily Enquirer	386,446
		Post	146,479			Post	368,419
		Times-Star	144,600			Times-Star	329,440
TOTAL CIRCULATION	}	Daily Enquirer	205,461	TOTAL DISPLAY LINAGE	}	Daily Enquirer	4,402,123
		Post	153,718			Post	3,618,226
		Times-Star	148,719			Times-Star	3,489,668
Source: A.B.C. Publishers' Statements, September 30, 1957.							
LOCAL TOILET GOODS AND BEAUTY SHOPS LINAGE	}	Daily Enquirer	61,259	CLASSIFIED LINAGE	}	Daily Enquirer	2,573,755
		Post	22,307			Post	1,380,970
		Times-Star	8,612			Times-Star	992,122
LOCAL WOMEN'S CLOTHING STORE LINAGE	}	Daily Enquirer	406,854	TOTAL ADVERTISING LINAGE	}	Daily Enquirer	7,018,031
		Post	18,121			Post	5,008,551
		Times-Star	41,038			Times-Star	4,555,767
LOCAL FURNITURE AND HOUSEHOLD LINAGE	}	Daily Enquirer	172,711	IT'S BIGGEST, TOO . . . . . . in value, with lowest milline rate! . . . in preference by Cincinnati women (see 1957 Cincinnati Newspaper Profiles Study)! . . . in merchandising, offering advertisers creative promotion with real selling effectiveness at the local level!			
		Post	124,807				
		Times-Star	98,877				
RETAIL DISPLAY LINAGE	}	Daily Enquirer	2,983,391	AND TALK ABOUT "BIG"! Take another look at the still-growing Sunday Enquirer . . . re- cognized as one of the "Sunday Best" among American news- papers! It offers exclusive blanket coverage of the Cincinnati area . . . now reaches over 80% of the families in this great Midwest metropolitan center!			
		Post	2,440,698				
		Times-Star	2,349,172				
FINANCIAL LINAGE	}	Daily Enquirer	152,774				
		Post	81,998				
		Times-Star	94,958				



A GIANT is growing in Solid Cincinnati! It's . . .

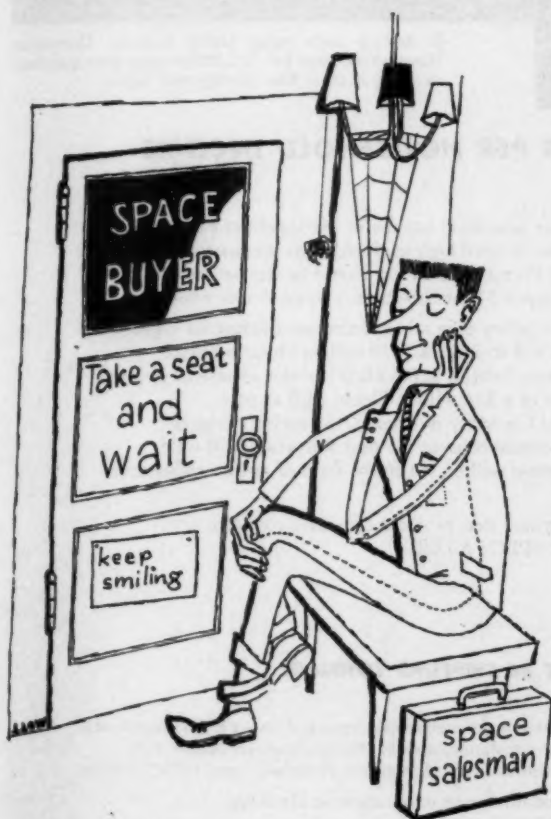
# The Cincinnati Daily Enquirer

Lewis T. Beman Manager, General Advertising • Represented nationally by Moloney, Regan and Schmitt, Inc.

self) that my earlier report was wrong and the fact is now otherwise. As a newspaper representative, I can recall advising publishers on more than one occasion of the fruitless result of a hard selling effort only to have the contract float gaily through the transom by courtesy of the United States mail and a change of decision on the part of the advertiser or agency. This is likely to have almost as bad an effect on a salesman's reputation as reporting favorably on business which doesn't come through.

If an account is to change agencies—and let's face it, it happens—I advise any inquiring salesman of the fact as soon as it can be done without prejudice to any of the interests concerned.

So what is all this? It is the Golden Rule, a precept common to several of the better philosophies. It pays off continually in good feeling; occasionally in very practical ways. Some years ago I was instrumental in rectifying what I thought was an injustice to a space salesman who had been calling on me. He was reinstated in the job from which he had been displaced and has made a smashing success of it. Later, he introduced and recommended me to my present connection,



where I have spent some of the most interesting years of my life. Still, it is the general principle that is important rather than the occasional serendipity. (I've been waiting years for a chance to use that word but most of what I write is advertising copy and the clients won't stand for it. I don't blame them, either!)

## MARKET AND MEDIA DATA:

### Idea Worth Watching: A Supplement for Suburbia

When the first issue of the projected newspaper supplement, *Suburbia*, is published this coming January, it will be an event of some significance to buyers and sellers of newspaper space.

According to *Family Weekly* Publisher Leonard S. Davidow, who will launch the new supplement as a sister publication, *Suburbia* will offer advertisers a minimum 1 million circulation in the lush suburban markets representing a high proportion of upper-income families. The carriers will be selected suburban dailies and weeklies, "the strongest vehicles," says Mr. Davidow, "which serve each market."

The development of such a concept highlights an important trend in postwar newspaper publishing. One of the most serious problems metropolitan daily newspapers face is the so-called explosion to the suburbs. Prime circulation prospects, representing enormous buying power, have been moving out of the dailies' city zone area of influence into suburban retail trading zones.

The big metropolitan papers have been hard pressed to follow them. Logistically, the problem has been monumental. Specifically, the papers have had trouble trucking editions to distant suburbs in adequate time for distribution; they've had trouble finding enough retail outlets to sell the papers; they've had trouble developing efficient home-delivery routes.

Moreover, metropolitan papers have a problem in adjusting their editorial diet to the varying needs of an urban and a suburban audience.

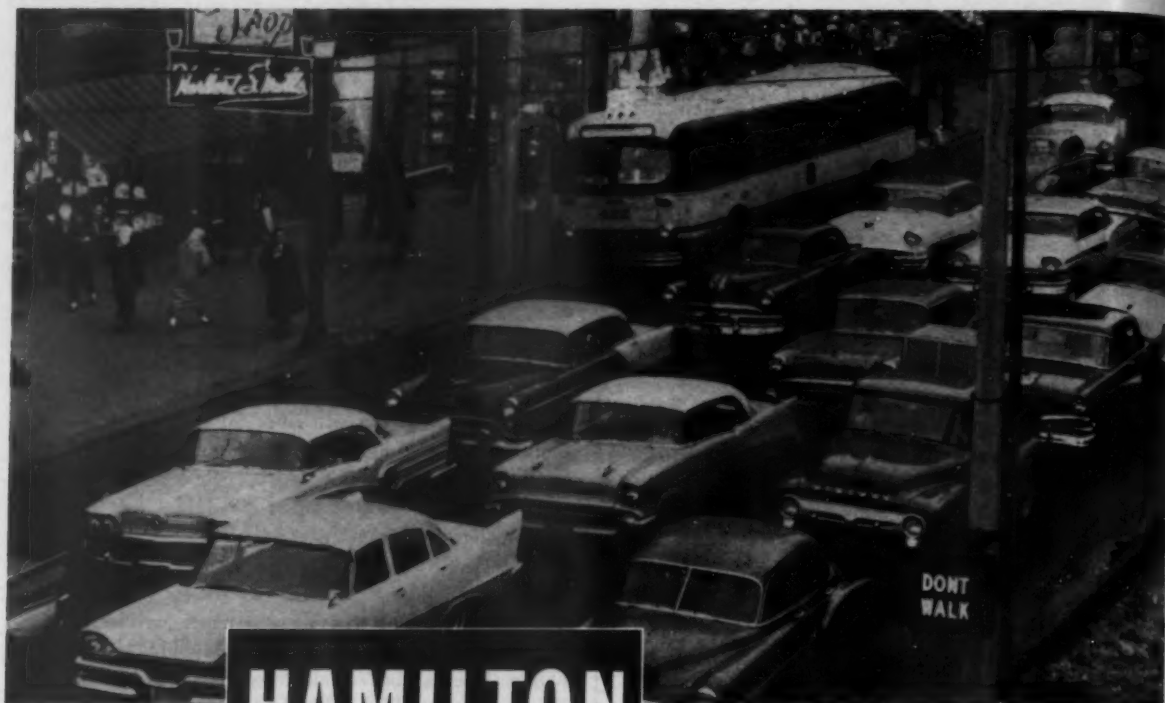
One of the things contributing to the recent success of Sunday supplements (see M/s March, May 1958) is that metropolitan newspapers usually have greater penetration of the suburban market with Sunday editions than with weekday issues.

Viewed in this light, *Suburbia* is a natural development, one watched with considerable interest by a number of large advertisers. Mr. Davidow intends to skip the city newspaper entirely, concentrate his circulation in the local suburban papers which are challenging metropolitan sheets for dominance in suburbia.

However, next to its conception, *Suburbia's* practical goals are modest. The magazine will be distributed at first on a monthly frequency, probably the first week of each month.

The carrying papers, in fact, present something of a problem, a difficulty to which Mr. Davidow is no stranger (his *Family Weekly* has always depended for its strength on middle-sized rather than large markets). The main stumbling-block is that few suburban papers (either daily or weekly) have Sunday editions. Distribution will have to be in mid-week, and release date will vary.





# HAMILTON

*In keeping with rising family incomes, Metropolitan Hamiltonians spent \$47,022,000 on automotive equipment, according to latest Sales Management figures.*

## **METROPOLITAN HAMILTON PER HOUSEHOLD INCOME 3RD HIGHEST IN CANADA**

Latest Sales Management figures place the per household income in Metropolitan Hamilton at \$6,265.00—**now 3rd highest in Canada**. Record high bank clearings are another indication of Hamilton's growing prosperity. Hamilton Clearing House figures set an all-time record in July of 1957 (\$151,968,193) and topped \$10 million a day, twice in one week.

Further indication of Hamilton's growing prosperity is in its unprecedented industrial expansion. This year, for example, industrial expansion will include: a \$250 million Ontario Hydro Steam generating station on Hamilton's harbour front; a \$20 million harbour expansion program to be completed by 1961; and the completion of a \$28 million Bloom Mill as part of a continued expansion program at the Steel Company of Canada, the nation's largest steel producer. Currently planned industrial expansion over the next few years will total over \$300 millions. The effects of this expansion will be felt in the form of more employment and added buying power.

Sell this wealthy market with the only newspaper that provides effective, complete coverage of Hamilton—THE HAMILTON SPECTATOR.

**HAMILTON—CANADA'S 5<sup>th</sup> LARGEST CITY\***

**CANADA'S 3RD PORT IN SHIPPING TONNAGE**

The Hamilton Spectator is the major newspaper serving Canada's 5th largest city. Out of a more than 100,000 circulation, over 83,000 Spectators are bought daily in Hamilton city zone, as compared with Metropolitan Hamilton's over 80,000 families.

For complete advertising and marketing information on Hamilton, contact the Hamilton Spectator.

## **The Hamilton Spectator**

\*D.B.S. 1956

*One of the Eight Southern Newspapers in Canada*

**TORONTO**  
The Southern Newspapers  
388 Yonge St.  
K. L. Bower, Manager

**MONTREAL**  
The Southern Newspapers  
1070 Bleury St.  
J. C. McCague, Manager

**GREAT BRITAIN**  
34-40 Ludgate Hill  
London, E.C. 4  
England

**UNITED STATES**  
Cresmer & Woodward Inc. (Can. Div.)  
New York, Detroit, Chicago  
San Francisco, Los Angeles, Atlanta

REV. GO-6285A



ropolitan  
equipment

S. 1956

D-6285A

June 1988

Check these points before buying newspaper space

## THE MARKET

### 1. MARKET AREA

Newspapers may utilize a retail trading zone, such as defined by the ABC, or, in other instances, promote a market boundary concept, based on changing patterns in buying, marketing, and circulation. **Make sure you have the facts for these definitions of market:**

- a) city or corporate area
- b) city zone
- c) metropolitan area
- d) retail trading zone counties
- e) marketing or coverage area served

### 2. SIZE OF MARKET

#### Population

- a) population totals (within areas outlined above)
- b) urban, farm, Negro, and native-born data
- c) urban and rural density pattern or suburban vs. all others
- d) ratio of population to state, region, U.S.
- e) ranking (U.S., state, metropolitan area)
- f) gains, in total or per cent
- g) characteristics (age patterns by sex, education; economic data by census tracts; age groups)

#### Households

- a) home ownership (analysis of dwelling units by types, etc.)
  - b) size of family, rental values, radio-TV ownership
- Other Reminders**  
Significant changes in ABC boundary definitions — larger city or retail zone areas; up-dated population factors

### 3. ECONOMIC FACTORS

#### Consumer Spendable Income

- a) totals, by designated areas
- b) per household and per capita income data
- c) per cent of income (ratio to U.S., region, state)
- d) ranking (national, regional, state, metropolitan)

by ranking  
Retail Sales

## THE NEWSPAPER

### 1. CIRCULATION

**How well does the newspaper cover its community and geographic markets?**

- a) total circulation, daily and Sunday (city, city zone, retail trading zone, all other areas)
- b) trends and growth in circulation, daily and Sunday
- c) circulation and household coverage detail (by individual counties; by trade-area contiguous cities and towns; by metropolitan area, city zone and complete market pattern)
- d) saturation by shopping areas
- e) outside media penetration: comparative data on—  
other newspapers in area  
nearest competing metropolitan areas outside market  
consumer magazines  
radio  
television
- f) duplication; exclusive circulation data (by age, sex, income, family and occupation groups)
- g) home-delivered circulation
- h) number of editions; circulation of each edition; time of distribution; time of delivery

### 2. READER CHARACTERISTICS

**What kind of people constitute the audience? What are the reading and buying habits?**

- a) newspaper reading habits (by age, sex, income, family size, both urban and rural); reading time spent on newspapers vs. radio, TV, magazines; newsstand buying habits vs. home-delivered
- b) popularity of features, departments, special pages and sections
- c) reader shopping habits
- d) advertising readership (from Starch, publication studies, motivational research)

e) response to audience-reader  
promotions, contests,  
editorial influence  
history, management, political affiliations  
standards for  
circulation

- c) reader shopping habits
- d) advertising readership (from Starch, publication studies, motivational research)
- e) response to audience-reader promotions, contests

#### by ranking

#### Retail Sales

- a) totals, by designated areas
- b) food store sales
- c) drug store sales
- d) general merchandise sales
- e) apparel sales
- f) home furnishings sales
- g) automotive sales
- h) filling station sales
- i) other sales classifications, such as department store sales data, by U.S., by Federal Reserve District, by selected metropolitan areas and cities
- j) per household and per capita sales data
- k) per cent of sales (ratio to U.S., region, states, etc.)
- l) ranking (national, regional, state, metropolitan area)

- m) sales gains, by total, by per cent

#### Other Reminders

Rank of metropolitan area in various income and sales classifications with metro area population ranking. Income and sales rankings may be higher or lower than population rank.

## 4. SPECIAL MARKET CHARACTER

- a) dynamic or steady growth?
- b) unusual geographic characteristics?
- c) marketing patterns:
  - retail trade activity
  - trend to suburban shopping
  - new shopping centers
  - tourist trade
  - number of retail outlets
  - leading department stores
  - well-known supermarket chains
  - drug store chains
  - new retail outlets
- d) comparisons—city, county, metro area ratio of retail sales to consumer spendable income vs. other markets in state and nation
- e) retail concentration formula—a measure of retail concentration may be obtained by multiplying the population of each area by an average consumption ratio (e.g., per capita sales for the state or U.S.) and subtracting such "resident consumption from the sales total, to yield estimates of the sales to non-residents"

## 4. ADVERTISER ACCEPTANCE

### Quality Factors

- a) advertising lineage (by month, by quarter, by year)
  - retail
  - general
  - automotive
  - classified
  - financial
  - other classifications
- b) average number of advertising columns per issue (for each classification)
- c) newspaper's rank, by lineage classification
- d) list of advertisers by classification; local (leading department stores—lineage analysis by basement-type and main-floor merchandise); national (food accounts, grocery lineage by chains on local level, comparative data with other newspapers in area and nation)
- e) policy on positioning
- f) price range data (lineage by high, middle or low brackets, such as Neustadt reports)

### Test Town Acceptance

- a) average standards of living (test market qualifications)
- b) relative mileage distances from outside-city influ-

r) diversified industries (value of product; value added by manufacturing; total wage earners in each industry)

- g) new and expanded industry
- h) leading manufacturers
- i) dominant industry
- j) wages and employment
- k) total area weekly, monthly, annual payrolls
- l) principal payroll days
- m) agricultural characteristics (number of farms, major crops, etc.)
- n) wholesale distribution characteristics
- o) significant labor force data (by sex, occupation groups)
- p) transportation data
- q) building activity; real estate valuation and assessments
- r) automobile registration
- s) climate (average yearly temperature, rainfall)
- t) utilities (gas, electric, telephone installations); school and university enrollments; banking institutions (savings deposits, etc.)
- u) heavy shopping days; store openings and closings; working hours; peak transportation hours

ences

- c) cooperation of newspaper in test campaigns
- d) distribution facilities, outlets, channels, retail and wholesale

## 5. NEWSPAPER SERVICES AVAILABLE

Merchandising aids

Market studies

Promotions on special sections

Other significant reminders:

- a) maximil-minimal rate comparisons
- b) space discounts available: r.o.p. b&w; r.o.p. color; comics; magazine (also discount tie-in with other sections of newspaper)
- c) rate structure
- d) quality of r.o.p. color reproduction

## MEDIA/SCOPE'S MEDIA CHECK LISTS

*In the light of the current recession, it's more important than ever before for media buyers to make sure that every dollar of advertising is spent wisely and profitably. This comprehensive check list of points to consider before purchasing newspaper space touches on every factor a media planner is likely to encounter in the process of making a decision. Obviously, not all the points are relevant to every media*

*decision. But frequent reference to this check list will, in the opinion of the editors of MEDIA-SCOPE, increase the efficiency of planners and buyers in the process of fitting the market to the product and the newspaper to the market. Keep these pages handy for ready reference. Similar check lists, one for spot radio, one for spot television, will be published in the July and August issues of MEDIA/SCOPE.*



# How Has Recession Affected Media Buying?

*Business slump has not yet seriously cut appropriations, but future is cloudy.*

At this writing, one thing is clear: the recession has not yet seriously hit advertising budgets or advertising volume.

As a matter of fact, with the single (and admittedly serious) exception of newspapers, all media which can be measured are holding up quite nicely. For the first two months of this year, network television is billing a fabulous 13.7 per cent ahead of the similar period in 1957.

Magazines, with nowhere near the record TV can boast, are still more than holding their own, with an estimated one per cent increase for the first quarter. Newspaper-distributed Sunday magazines are doing extremely well (up 30 per cent in volume, nine per cent in pages).<sup>\*</sup> Both spot radio and spot television are estimated to be billing ahead of last year's pace. Business publications are said to be showing a small dollar increase.

Newspapers, on the other hand, have little to cheer about. But national lineage has been declining for some months, so the condition can't be called either new or surprising. The same is true of farm publications.

## No Overconfidence

What, then, is all the shouting about? Simply this: it's far too early for the industry to congratulate itself. First-quarter appropriations were set in 1957, before it became clear that the current recession is likely to last at least through the rest of 1958.

The periods to watch for softening of advertising pressure are the second and third quarters, not the first. Several signs are already apparent.

First, magazines are showing weakness in the product classifications which comprise their major strength.

- **Women's magazines** (down only 3 per cent in dollars, but 11 per cent in pages) have lost lineage among these product groups important to the classification: toiletries, food, household furnishings, appliances, soaps and cleansers.

- **Home magazines** (down 6 per cent in dollars, 13 per cent in pages) have been hit hard in these bread-and-butter classifications: food, household furnishings, appliances, soaps and cleansers, building materials.

- **Weeklies and bi-weeklies**, despite a slight rise in dollar volume for the quarter (two per cent over 1957's similar period), dropped five per cent in pages. These classifications accounted for most of the loss: drugs, foods, household furnishings, appliances, building materials. Toiletries remain unchanged from last year.

- **General monthlies** have suffered least among the major magazine classifications (up 13 per cent in dollars, unchanged in pages). Still, there have been page losses

in several product groups which account for heavy lineage in monthly magazines; e.g., apparel, food, tobacco.

- **Fashion magazines**, despite an over-all revenue gain of two per cent, have suffered ominous losses (both in pages and in dollars) in the vital apparel classification.

- **General business magazines** are among the hardest hit (pages are off 19 per cent for the quarter, revenue is off 6 per cent). The group has suffered serious page losses in product classifications important to it (consumer services, office equipment, industrial material, freight, building materials).

Several surprises emerge from this analysis. First, food advertising, generally considered to have remained untouched by the recession, is represented by far fewer advertising pages this quarter than during the first quarter of 1957. This, however, doesn't mean that food advertisers are necessarily cutting budgets. It merely shows that they are sitting tight at last year's levels, and that advertising rate increases forced decreased exposure.

**If food advertisers are playing it cautious in the face of generally good sales records, then they expect more trouble to come.**

The other big surprise in magazine lineage is automobiles. Contrary to general opinion, auto makers have substantially upped advertising budgets in magazines, and probably in network television.<sup>\*</sup>

This amounts to a major revolution in the strategy of automobile advertising expenditure. Traditionally, advertising has been allocated on a per-car basis—fewer car shipments, fewer advertising dollars. With advertising budgets going up in the face of plunging car sales (lowest since 1952), it's apparent that automobile advertisers are trying a different tack. Their spending is also influenced by the end of cooperative advertising in the auto industry last year. While the old dealer funds were in existence, a heavy proportion of national automobile advertising dollars went to newspapers because the dealers wanted it that way. Now that dealers have little say in the allocation of funds, there's more money available for other media. The sharp dip in newspaper automotive lineage (new car lineage for the quarter is down 23.8 per cent below 1957's first three months) reflects this.

Despite the high level of automotive advertising, it's unlikely that Detroit can fail to cut budgets later this year in the face of a forecast 30 per cent decline in sales for 1958.

Overriding all other considerations in current spending pattern of advertisers is the influence of network television. Print media are being pinched because print money can be regulated month-to-month and week-to-week while network TV money cannot.

r) diversified industries (value of product; value added by manufacturing; total wage earners in each industry)

- g) new and expanded industry
- h) leading manufacturers
- i) dominant industry
- j) wages and employment
- k) total area weekly, monthly, annual payrolls
- l) principal payroll days
- m) agricultural characteristics (number of farms, major crops, etc.)
- n) wholesale distribution characteristics
- o) significant labor force data (by sex, occupation groups)
- p) transportation data
- q) building activity; real estate valuation and assessments
- r) automobile registration
- s) climate (average yearly temperature, rainfall)
- t) utilities (gas, electric, telephone installations); school and university enrollments; banking institutions (savings deposits, etc.)
- u) heavy shopping days; store openings and closings; working hours; peak transportation hours

ences

- c) cooperation of newspaper in test campaigns
- d) distribution facilities, outlets, channels, retail and wholesale

## 5. NEWSPAPER SERVICES AVAILABLE

Merchandising aids

Market studies

Promotions on special sections

**Other significant reminders:**

- a) maximil-minimal rate comparisons
- b) space discounts available: r.o.p. b&w; r.o.p. color; comics; magazine (also discount tie-in with other sections of newspaper)
- c) rate structure
- d) quality of r.o.p. color reproduction

## MEDIA/SCOPE'S MEDIA CHECK LISTS

*In the light of the current recession, it's more important than ever before for media buyers to make sure that every dollar of advertising is spent wisely and profitably. This comprehensive check list of points to consider before purchasing newspaper space touches on every factor a media planner is likely to encounter in the process of making a decision. Obviously, not all the points are relevant to every media*

*decision. But frequent reference to this check list will, in the opinion of the editors of MEDIA-SCOPE, increase the efficiency of planners and buyers in the process of fitting the market to the product and the newspaper to the market. Keep these pages handy for ready reference. Similar check lists, one for spot radio, one for spot television, will be published in the July and August issues of MEDIA/SCOPE.*

# How Has Recession Affected Media Buying?

*Business slump has not yet seriously cut appropriations, but future is cloudy.*

At this writing, one thing is clear: the recession has not yet seriously hit advertising budgets or advertising volume.

As a matter of fact, with the single (and admittedly serious) exception of newspapers, all media which can be measured are holding up quite nicely. For the first two months of this year, network television is billing a fabulous 13.7 per cent ahead of the similar period in 1957.

Magazines, with nowhere near the record TV can boast, are still more than holding their own, with an estimated one per cent increase for the first quarter. Newspaper-distributed Sunday magazines are doing extremely well (up 30 per cent in volume, nine per cent in pages).<sup>\*</sup> Both spot radio and spot television are estimated to be billing ahead of last year's pace. Business publications are said to be showing a small dollar increase.

Newspapers, on the other hand, have little to cheer about. But national lineage has been declining for some months, so the condition can't be called either new or surprising. The same is true of farm publications.

## No Overconfidence

What, then, is all the shouting about? Simply this: it's far too early for the industry to congratulate itself. First-quarter appropriations were set in 1957, before it became clear that the current recession is likely to last at least through the rest of 1958.

The periods to watch for softening of advertising pressure are the second and third quarters, not the first. Several signs are already apparent.

First, magazines are showing weakness in the product classifications which comprise their major strength.

- **Women's magazines** (down only 3 per cent in dollars, but 11 per cent in pages) have lost lineage among these product groups important to the classification: toiletries, food, household furnishings, appliances, soaps and cleansers.

- **Home magazines** (down 6 per cent in dollars, 13 per cent in pages) have been hit hard in these bread-and-butter classifications: food, household furnishings, appliances, soaps and cleansers, building materials.

- **Weeklies and bi-weeklies**, despite a slight rise in dollar volume for the quarter (two per cent over 1957's similar period), dropped five per cent in pages. These classifications accounted for most of the loss: drugs, foods, household furnishings, appliances, building materials. Toiletries remain unchanged from last year.

- **General monthlies** have suffered least among the major magazine classifications (up 13 per cent in dollars, unchanged in pages). Still, there have been page losses

in several product groups which account for heavy lineage in monthly magazines; e.g., apparel, food, tobacco.

- **Fashion magazines**, despite an over-all revenue gain of two per cent, have suffered ominous losses (both in pages and in dollars) in the vital apparel classification.

- **General business magazines** are among the hardest hit (pages are off 19 per cent for the quarter, revenue is off 6 per cent). The group has suffered serious page losses in product classifications important to it (consumer services, office equipment, industrial material, freight, building materials).

Several surprises emerge from this analysis. First, food advertising, generally considered to have remained untouched by the recession, is represented by far fewer advertising pages this quarter than during the first quarter of 1957. This, however, doesn't mean that food advertisers are necessarily cutting budgets. It merely shows that they are sitting tight at last year's levels, and that advertising rate increases forced decreased exposure.

**If food advertisers are playing it cautious in the face of generally good sales records, then they expect more trouble to come.**

The other big surprise in magazine lineage is automobiles. Contrary to general opinion, auto makers have substantially upped advertising budgets in magazines, and probably in network television.<sup>\*</sup>

This amounts to a major revolution in the strategy of automobile advertising expenditure. Traditionally, advertising has been allocated on a per-car basis—fewer car shipments, fewer advertising dollars. With advertising budgets going up in the face of plunging car sales (lowest since 1952), it's apparent that automobile advertisers are trying a different tack. Their spending is also influenced by the end of cooperative advertising in the auto industry last year. While the old dealer funds were in existence, a heavy proportion of national automobile advertising dollars went to newspapers because the dealers wanted it that way. Now that dealers have little say in the allocation of funds, there's more money available for other media. The sharp dip in newspaper automotive lineage (new car lineage for the quarter is down 23.8 per cent below 1957's first three months) reflects this.

Despite the high level of automotive advertising, it's unlikely that Detroit can fail to cut budgets later this year in the face of a forecast 30 per cent decline in sales for 1958.

Overriding all other considerations in current spending pattern of advertisers is the influence of network television. Print media are being pinched because print money can be regulated month-to-month and week-to-week while network TV money cannot.

## HERE'S WHERE MEDIA MONEY IS GOING SO FAR THIS YEAR

	MAGAZINES														NEWSPAPER	NETWORK	SPOT	NEWSPAPER
	Weeklies	Women's	Monthlies	Home	Fashion	Business	Farm	magazine	TV*	TV	TV	TV	TV	TV	magazine	TV*	TV	TV
	pages	\$	pages	\$	pages	\$	pages	\$	pages	\$	pages	\$	pages	\$	pages	\$	\$	\$
APPAREL	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→
TOILETRIES	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→
DRUGS	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→
FOOD	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→
BEER WINE LIQUOR	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→
TOBACCO	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→
HOUSEHOLD FURNISHINGS	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→
APPLIANCES	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→
SOAPS & CLEANSERS	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→
BUILDING MATERIALS	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→
AUTOMOTIVE	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→
GAS & OIL	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→
RADIO-TV SETS	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→
AGRICULTURE	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→	→

### Sources:

Publisher's Information Bureau; Television Bureau of Advertising; Bureau of Advertising. Magazines, farm papers, newspapers are first quarter figures; net TV is January-February only.

Arrows in color indicate product classifications of major importance to the various media.

\* Comparisons are rough, not exact, because of a change in measurement base between 1957 and 1958. See accompanying story for details.

At the same time, a surprising number of renewals for fall TV shows have been announced. One agency man attributes this to the reluctance of advertisers to surrender prime television properties which will be invaluable once the nation gets back in the habit of buying.

Nevertheless, some observers predict a leveling off of television spending in the second quarter (following the end of the 26-weeks' cycle) and a further decline in the third quarter (following the end of the 1957-1958 season), as TV commitments run their course.

What's holding up spot media? Probably the same force contributing to the current success of Sunday supplements. There is, say advertisers, some demoralization in field sales forces and among distributors and retailers. Companies are spending as much as they can afford to give a show of local advertising support to sales efforts.

This intense local effort, incidentally, is viewed as a hopeful sign for newspapers, who might be in line for some more business, not to mention outdoor, whose revenue so far this year is reported to have fallen several percentage points.

What's the forecast for the rest of the year? Simply this: if sales fail to improve, expect reentrenchment in postponable purchase product categories, with budget cuts in nearly every medium. In package goods, the marginal media will probably be hit hardest; magazine dollars will likely hold steady (though lineage will fall); network TV may level off. In the major magazine classifications, the weeklies probably will be the last to feel the pinch, since there seems to be a trend in several product categories (notably cigarettes) to concentrate on weeklies (for high news impact).

One bright note, incidentally, is the surprising rise in farm income (and consequently in farm area buying).

Look especially for cuts in the fourth quarter of this year, as managements shave advertising expenditures in an effort to close the year with a respectable profits record.

\* The four U. S. syndicated Sunday magazines are doing even better: up 15 per cent in dollars, 15 per cent in pages.

\*\* Net television expenditures this year are hard to compare with last. The reason: measurement is on a new, more accurate basis than in prior years. The new base is by products per commercial minute; the old base was roughly by company expenditure, without any accurate apportionment of spending by product. Automotive expenditures probably can be compared, but product groups with multi-product companies, such as soaps, drugs, toiletries, are less amenable.



YOUR FUTURE IS GREAT IN A GROWING AMERICA



## AMERICA ALWAYS OUTPERFORMS ITS PROMISES

We grow so fast our goals are exceeded soon after they are set!

### 7 BIG REASONS FOR CONFIDENCE IN AMERICA'S FUTURE

**1. More People**—Four million babies yearly. U. S. population has *doubled* in last 50 years! And our prosperity curve has always followed our population curve.

**2. More Jobs**—Though employment in some areas has fallen off, there are 15 million more jobs than in 1939—and there will be 22 million more in 1975 than today.

**3. More Income**—Family income after taxes is at an all-time high of \$5300—is expected to pass \$7000 by 1975.

**4. More Production**—U.S. production *doubles* every 20 years. We will require millions more people to make, sell and distribute our products.

**5. More Savings**—Individual savings are at highest level ever—\$340 billion—a record amount available for spending.

**6. More Research**—\$10 billion spent each year will pay off in more jobs, better living, whole new industries.

**7. More Needs**—In the next few years we will need more than \$500 billion worth of schools, highways, homes, durable equipment. Meeting these needs will create new opportunities for everyone.



Add them up and you have the makings of another big upswing. Wise planners, builders and buyers will act now to get ready for it.

**FREE!** Send for this new 24-page illustrated booklet, "Your Great Future in a Growing America." Every American should know these facts. Drop a post card today to: THE ADVERTISING COUNCIL, Box 10, Midtown Station, New York 18, N. Y.

Your  
Great Future  
in a  
Growing America



John F. Klatt

## ADVERTISING AND PROMOTION BUDGET ALLOCATIONS

*We are looking for reports or other information that may be available on the breakdown of national advertising and promotion budgets, showing the percentages of such budgets which are devoted to magazines, trade magazines, television, radio, newspapers, point-of-sale merchandising materials, and such things in general publicity as food accounts.*

*If there has been such a study or compilation of information made on even one or two of the big food advertising accounts, it would be tremendously helpful to us to have this information as a guide in our thinking. We have been thinking in terms of a formula of 40-50 per cent of such an account in media advertising, 45-50 per cent in point-of-sale materials, and the balance in general publicity including such things as food page releases, drop-in mat services, etc. Any help you can give us will be greatly appreciated.*

*M. E., Account Executive  
Agency—Madison, Wisconsin*

You have touched upon a rather perplexed problem which is experienced by many advertisers and their agencies in formulating advertising and promotion budgets. In fact, the problem relates to the age-old question on what dollar percentage of total sales volume should be allocated to advertising and promotion.

Some studies on the breakdown of advertising budgets have been made by associations and media. For the most part, the findings and self-imposed interpretations represent merely theories on the subject. No one really knows whether any one allocation pattern is ideal. In this

regard, generalizing on what a few firms do with their advertising dollars can place you in a very precarious position—even though you only intend to use such information as a guide. Many factors contribute to budget planning. In my opinion, it becomes a battle of wits for both advertisers and agencies to set forth a balanced program which is best tailored to achieve the desired advertising and promotion success.

Within recent years, I recall two studies on budget breakdown specifically relating to food advertisers. One conducted by a large association and one by a trade publication. In each instance, the sample was very small with respondents comprised primarily of advertisers having a budget exceeding \$1 million.

The association study was designed to report the median percentage of total advertising and promotion budget spent on point-of-purchase. The findings among 19 companies in the food category showed that they averaged 5 per cent of their total budget dollars for point-of-purchase. The bulk of advertising investment was directed to print and broadcast media.

The publication study, broken down in more detail, reported that approximately 18 per cent of the total budget was devoted to point-of-sale, direct mail, and collateral sales promotion items. An average of 7 per cent of the dollars was allocated to point-of-purchase. Here again, it was found that advertisers in the \$1 million category devoted a sizable portion of their advertising investment to print and broadcast media.

Reiterating the point that these

studies were limited in number and depth, it is still significant to note that advertisers with small budgets tend to allocate less dollars to commissionable media, with more emphasis on such items as point-of-purchase, direct mail, etc. Therefore, percentage breakdowns alone are not a true guide unless related to the overall budget and the extenuating factors which must be taken into consideration when planning a budget.

The formula you have been thinking of in terms of media advertising versus related budget items may be most sound for your client. But only collective good judgment based on experience and anticipated fulfillment of over-all objectives can serve as a guide. Following someone else's pattern nullifies your role and responsibility as an advertising counsel. In an area such as this, you can come up with a formula that is as good if not better than those followed by related advertisers. The measurable success of your advertising and promotion campaigns will serve as the best continuing yardstick.

Several subscribers have requested addresses for the consumer publications which have mail order departments as listed in last month's column. I refer all interested to Consumer Magazine Rates and Data. In addition to street address, the listings for each individual publication contain advertising rates and other pertinent data for special mail order sections. To the published list, we wish to add *Grit* (Business by Mail) which was inadvertently omitted.

## Media/dates

- June 8-11: Advertising Federation of America, Hilton-Statler Hotel, Dallas.
- June 15-18: Poster Advertising Association of Canada, Minaki Lodge, Minaki, Ontario.
- June 22-26: Advertising Association of the West, Vancouver, B. C.
- June 24-26: American Marketing Assn., Harvard School of Business Administration, Boston.
- June 29-July 2: Newspaper Advertising Executives Assn., The Broadmoor, Colorado Springs.
- Aug. 13-14: Circulation Seminar for Business Publications, Edgewater Beach Hotel, Chicago.
- Sept. 10-12: Direct Mail Advertising Assn., Chase-Park Plaza, St. Louis.
- Sept. 15-17: Newspaper ROP Color Conference, Waldorf-Astoria, New York.
- Sept. 22-23: National Business Publications, N. Y. regional conference, Ambassador Hotel.
- Sept. 25: Magazine Publishers Association, Waldorf-Astoria, New York.
- Oct. 2: Advertising Research Foundation, Waldorf-Astoria, New York.
- Oct. 5-9: Outdoor Advertising Assn. of America, Hotel Sherman, Chicago.
- Oct. 15-17: Point-of-Purchase Advertising Institute, Hotel Claridge, Atlantic City.
- Oct. 20-21: Agricultural Publishers Assn., Chicago Athletic Assn.
- Oct. 23-24: Audit Bureau of Circulations, Drake Hotel, Chicago.
- Nov. 20: Business Publications Audit of Circulation, Hotel Biltmore, New York.



**MARIAN S. SIMMONS**

is media director for the Rumrill Company, Inc., an advertising agency with the home office in Rochester. Here are the criteria Mrs. Simmons uses when selecting business publications for her clients . . .

“In evaluating business publications we consider coverage of the client's market and the buying influences within that market, circulation methods and operations, editorial content and staff, use of editorial research services and reader acceptance. The most important part of our analysis, and the most difficult, is determining editorial acceptance of a magazine. The key factor is the publication's worth to its audience. For this reason, research is the foundation on which we build our recommendations.”

Circulation numbers are only one factor in selecting business magazines. There must always be interpretation and evaluation of all the facts to determine the most effective media for your industrial advertising.

### McGraw-Hill Publications

McGraw-Hill Building  
330 West 42nd Street  
New York 36, New York





**TO REACH  
FOOD SALES QUOTAS  
CONCENTRATE  
ON THE  
3,000,000  
GIRL SCOUT MARKET**



And you can cover it most effectively and economically through the **GIRL SCOUT LEADER**.

- Girl Scouts, ages 7-17, are being taught how to be good homemakers through the Girl Scout Homemaking program.

- They are guided by adults who are predominantly young mothers with two children.

- These 700,000 members in the Girl Scout Organization receive the **GIRL SCOUT LEADER** monthly, October through June, and depend upon it for basic information they need to carry out their Girl Scout work.

- General Foods, Wrigley, Quaker Oats, Singer, Coats & Clark are among the advertisers who recognize the potential of this vital market and are reaching it through the **GIRL SCOUT LEADER**.

Write or call for more information on the growing Girl Scout Market.



**follow  
the  
LEADER  
and  
go  
places**

**The GIRL SCOUT LEADER**

Published by the Girl Scouts of the U.S.A.  
830 Third Avenue New York 22, N. Y.

What's the **MEANING** of This?

# Are National Magazines Going Local?

By Lionel M. Kaufman

One important change that's slowly creeping up on the magazine business is that the advertiser now finds himself being offered not only national magazine advertising, but also "spot magazines" otherwise known as "regional editions."



Time was when only those magazines that had a reason for "regional" editions published them: *TV Guide*, because it had to re-make the book editorially in each program area; *The New Yorker*, because it had two separate audiences, the New Yorkers and the outside-looking-inners; the store-distributed books, because the grocery chains that sell them were so often regional.

And only those advertisers that had a reason for "regionals" were allowed to buy them: limited distribution products, such as sectional gasolines and foods; products with special west-of-the-Rockies prices; products with a weather angle, a geographical appeal.

But these days, more and more magazines are offering regional editions: *Sports Illustrated*, *McCall's*, *Argosy*, the Curtis books. *Reader's Digest* has just taken the step. And in many books, the doors are opening wide to any advertiser who wants to use them.

This list is so long now that when MEDIA/SCOPE decided to spell it out last winter, it took an article continued over three months.

Why is this proud old nation-wide medium now selling space by the piece?

Undoubtedly, because a more flexible medium can better serve, and better sell, the advertiser today.

*Lionel Kaufman has spent most of his career in media promotion, and is now a consultant to several national media.*

But there are a few other reasons that are worthy of note. Magazine space is getting harder to sell—first, because business is going through a you-know-what; second, because today's super-circulations, with their accompanying rate rises, are pricing some advertisers out of national magazines. Half a run is better than none. And it's a way of getting new advertisers to sample the book—and make themselves prospects for the full run in the future.

Of course, by going regional, the magazines are invading the territory of the newspapers. But that's only fair, now that the newspapers are going national and snaring magazine dollars with their Sunday supplements.

All of which proves that competition usually benefits the buyer. The advertiser is going to find he now has an interesting new medium to work with, once he learns how to use it.

The regional split-up is more than a space-buying gimmick, more than a way to shave bucks from the budget. It's a challenge to the creative department, too.

You can test copy appeals, coupon returns, in one region against another. You can address copy to definite localities, list dealers, local prices. You can stagger your schedule for a market introduction of new products, new motion pictures, etc.

The prospect is inspiring to the advertiser (though I should imagine a bit frightening to the publisher).



# PERSONNEL CHANGES

## Agencies

Name	Former Company and Position	New Company and Position
Norman Allen	Mohr & Eicoff, Inc., Asst. Media Buyer	Mohr & Eicoff, Inc., Chief Media Buyer
Donald B. Armstrong, Jr.	McCann-Erickson, Inc., Corp. Res., V. P.	McCann-Erickson, Inc., Asst. to President
Alva C. Cuddeback	Batten, Barton, Durstine & Osborn, A. E.	Benton & Bowles, Inc., A. E.
Lee Currlin	Benton & Bowles, Inc., Asst. Media Dir.	Benton & Bowles, Inc., Assoc. Media Dir.
Harold Davis	Compton Advertising, Inc., Time Buyer	Batten, Barton, Durstine & Osborn, Inc., Time Buyer
Stuart Eckert	Lennen & Newell, Asst. Buyer	Doherty, Clifford, Steers & Shenfield, Inc., Junior Buyer
Everett Erlick	Young & Rubicam, Inc., Assoc. Media Dir.	Young & Rubicam, Inc., Assoc. Media Dir., V. P.
Emerson Foote	Geyer Advertising, Inc., Chairman	McCann-Erickson, Inc., Senior V. P.
Peter Geer	Wallachs, Inc., Adv. Dir.	Geer, DuBois & Co., Inc., V. P.
Jack D. Hill	Benton & Bowles, Inc., Media Analyst	N. W. Ayer & Son, Inc., Philadelphia, Radio-TV Media Analyst
Donald Johnstone	Burke Dowling Adams, Inc., Mktg., Res. Dir.	Cohen & Aleshire, Inc., Res. Dir.
Donald E. Jones	MacManus, John & Adams, Inc., Mktg., Res. Dir.	MacManus, John & Adams, Inc., V. P.
Roy Kosinski	Reach McClinton & Co., Inc., Chicago, Media Dir., Prod. Mgr.	Don Kemper Co., Inc., Chicago, Media Dir., Prod. Mgr.
William H. Millar, Jr.	N. W. Ayer & Son, Inc., Time Buyer	Lambert & Feasley, Inc., Time Buyer
Edward M. Stern	Foote, Cone & Belding, Inc., Chicago, Media Mgr.	Foote, Cone & Belding, Inc., Chicago, Media Dir.
Peter Triolo	Dancer-Fitzgerald-Sample, Inc., Media Sup.	Dancer-Fitzgerald-Sample, Inc., Assoc. Media Dir.
Constance Williamson	Ralph D. Gardner Advertising, Asst. Media Dir.	Ralph D. Gardner Adver- tising, Media Dir.
Cleon Yohe	Hotpoint Appliance Sales Co., Adv., Sales Promo. Mgr.	Harris D. McKinney, Inc., Philadelphia, Media Dir.

## Advertisers

A. Donald Brice	Dictaphone Corp., Adv., P. R. Dir.	Dictaphone Corp., Adv. V. P.
James H. Carmine	Philco Corp., President	Fram Corp., Sls., Adv., Merch., Mktg., Special Consultant
Thomas L. Greer	Biow Company, V. P.	Plough, Inc., Adv. Dir.
E. J. McClanahan	Standard Oil of Calif., Chairman, Pres.	Standard Oil of Calif., Chairman, Mktg. Dir.
Ralph F. Moriarty	General Foods Corp., Walter Baker Chocolate, Product Mgr.	General Foods Corp., S.O.S. Div., Mktg. Mgr.
William Reiche	Westinghouse Electric Corp., Central Publicity Mgr.	Chesapeake Industries, Inc., Adv., P. R. Dir.

## Media

Alex G. Bertren-Matthews	Thompson-Petersen Advertis- ing Agency, Ltd., Montreal, Branch Mgr.	Time International, Sales Rep., Montreal
Edward J. DeGray	A.B.C. Radio Network, V. P., Stations	A.B.C. Radio Network, President
Donald C. Fuller	Sponsor, Mid-Atlantic Mgr.	True, Resident Rep., Philadelphia Area
Bertram R. MacMannis	Reader's Digest, Adv. Rep.	Reader's Digest, N. Y. Adv. Sales Mgr.
Gibson McCabe	Newsweek, V. P.	Newsweek, Publisher
William P. Mullen	A.B.C.-TV, Detroit, Sales Mgr.	A.B.C.-TV, Sales V. P.

## Put Your Money Where The Buying Is!

by  
Harold F. Walker  
Vice-President, Sales  
WDIA



Ask our advertisers, "WHY WDIA?" and you'll discover: WDIA SELLS THE MEMPHIS NEGRO MARKET AS NO OTHER MEDIUM CAN!

### Largest Negro Market in U.S.A.

WDIA, with the only 50,000 watt transmitter in this area, reaches 1,237,686 Negroes. Almost one-tenth of the nation's total Negro population! More than the combined Negro populations of New York plus Detroit plus Cleveland plus St. Louis . . . with the overwhelming earnings of \$616,294,100 last year.

Negroes make up 40% of the Memphis market area! And this high volume market spends an average of 80% of its income on consumer goods; last year bought 61.3% of the flour sold in Memphis . . . 52.7% of the hair tonic and dressing . . . 47.9% of the sugar . . . WDIA's national advertisers include:

**BRISTOL-MYERS COMPANY**  
• BRUCE WAX AND POLISH  
• COLGATE-PALMOLIVE  
COMPANY • PROCTER &  
GAMBLE • GENERAL FOODS  
CORPORATION • KROGER  
STORES

### WDIA Alone Delivers It!

WDIA combines unmatched personal appeal, hard-hitting salesmanship and powerful coverage—to sell the largest Negro market in America!

In Memphis, the Negro listens to WDIA—then buys! Gold can't buy that kind of loyalty, but you can!

Write us today for facts and figures . . . success stories in your field!

WDIA is represented nationally  
by John E. Pearson Company.

EGMONT SONDERLING, President

BERT FERGUSON, Exec. Vice-President

# Nixon Minus Signs

Vice President's Dilemma by Democrats Is Called Legacy of Earlier Years

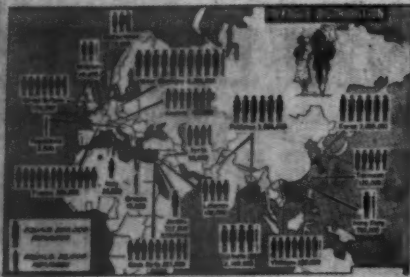
By STEWART ALBOP

Washington—If Dick Nixon and Southern "President" are to have a successful administration, they have the shortest time to make a name for themselves. The Vice President's dilemma is not that he is the son of the South, but that he is the son of the South who is not the son of the South.



Mr. Nixon

There is no doubt at all that he is a man of great ability and a man of great courage. But there are some things that help to explain why The Evening and Sunday Bulletin lives so intimately with the families of Greater Philadelphia—year after year.



Breakdown of the world's major refugee concentrations

## The Flood Tide of Refugees

# Harnessing the H-Bomb for Peace

Nutting Says Britons Have Made Fantastic Discovery

Anthony Nutting, former British Ambassador to the United States, has announced that he has discovered a way to harness the power of the hydrogen bomb for peaceful purposes.

By ANTHONY NUTTING

A few days ago at the University of Cambridge, England, I was asked to give a lecture on the use of the hydrogen bomb for peaceful purposes. I was asked to give a lecture on the use of the hydrogen bomb for peaceful purposes.



Anthony Nutting

...I have been thinking about this for some time.

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

What is the greater value in the development of the hydrogen bomb for peaceful purposes?

Controlled Reaction

which would help the Soviet Union to develop its economy.

# FAIRNESS IS A REASON WHY

## in Philadelphia nearly everybody reads The Bulletin

To present both sides of important questions . . . to print news fairly, accurately, and let the reader think and judge for himself . . . to exhibit at all times the good manners of a welcome guest in the home.

These are some of the things that help to explain why The Evening and Sunday Bulletin lives so intimately with the families of Greater Philadelphia—year after year.

To those with good products and services to sell, The Bulletin offers an unusual advertising

opportunity. . . to have your sales messages carefully considered—at home—in the newspaper Philadelphians read, respect and respond to.

The Bulletin goes home . . . delivers more copies to Greater Philadelphia families every seven days than any other newspaper.

Advertising Offices: Philadelphia • New York • Chicago  
Representatives: Sawyer Ferguson Walker Company,  
Detroit • Atlanta • Los Angeles • San Francisco • Seattle  
Florida Resorts: The Leonard Company, Miami Beach.

The Bulletin publishes the largest amount of R.O.P. color advertising in Philadelphia—Evening and Sunday!

# To Some, NATO Seems Like a 'One-Hoss Shay'—With U. S. Pulling Entire Load

BY HERBERT ALAN RUSSELL

Philadelphia, Pa.—NATO seems like a 'one-hoss shay' to some people here.

There is no doubt that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

which is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

which is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

which is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

It is true that the United States is the only country that has the power to pull the entire load of NATO.

# Advertising Cost Index

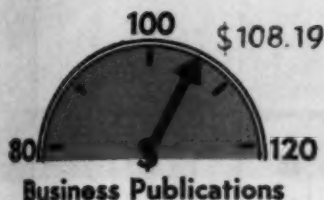
Reported by Harry J. Johnson

APRIL

## Ad rate changes:

April 1957 to April 1958

### Print Media



Space costs in business publications were eight per cent higher in April, 1958 than in April, 1957. Since circulation increased almost three per cent, cost-per-thousand circulation has risen 5.4 per cent during these same twelve months.



To schedule an average consumer magazine campaign in April 1958, the advertiser had to add \$8.41 to every \$100 he spent on space charges in April 1957. Cost-per-thousand, however, has increased only approximately four per cent this past year, as circulation rose four per cent.



The average daily newspaper campaign cost \$104.33 in April 1958, compared to \$100 for the same schedule in April 1957. Newspaper circulation has dropped slightly since a year ago, increasing cost-per-million circulation 4.5 per cent during this period.

### Broadcast Media



For every \$100 invested in time costs for Spot Radio in April 1957, an advertiser had to spend \$104.20 to repeat this schedule in April 1958.

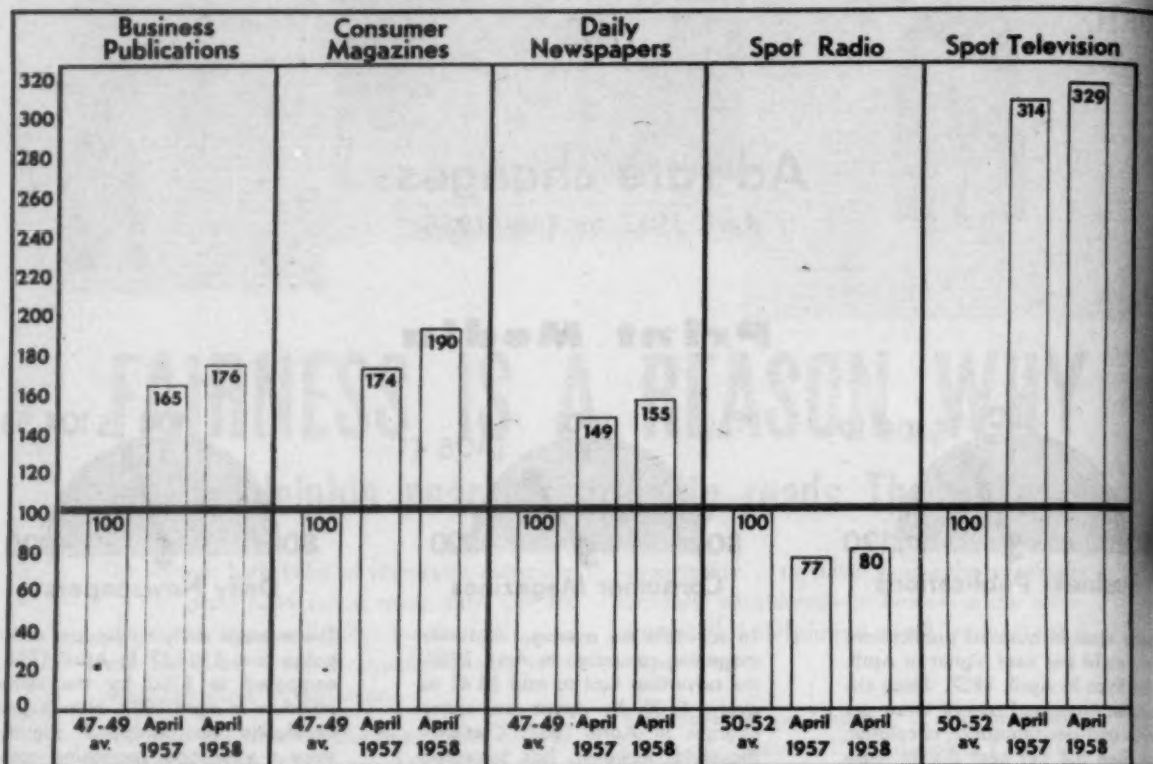


To duplicate an April 1957 spot television campaign, in April 1958 the buyer had to add \$5.92 to every \$100 spent on time charges a year ago.

Note: in all meters \$100 = unit cost for April 1957

# Ad rate indexes:

Long-term trend



Source: Standard Rate & Data Service, Inc.

## Business Publications

Since the 1947-1949 base period, black and white page rates have risen 76 per cent. Circulation increased 44 per cent, producing a cost-per-thousand circulation increase of 22 per cent during this same period.

## Consumer Magazines

Currently black and white page rates are 90 per cent higher than during the 1947-1949 base period. But, because circulation jumped 47 per cent, cost-per-thousand circulation went up 29 per cent.

## Daily Newspapers

Although line rates are now 55 per cent greater than they

were during the 1947-1949 period, cost-per-million circulation has risen 46 per cent, while total circulation rose 6 per cent.

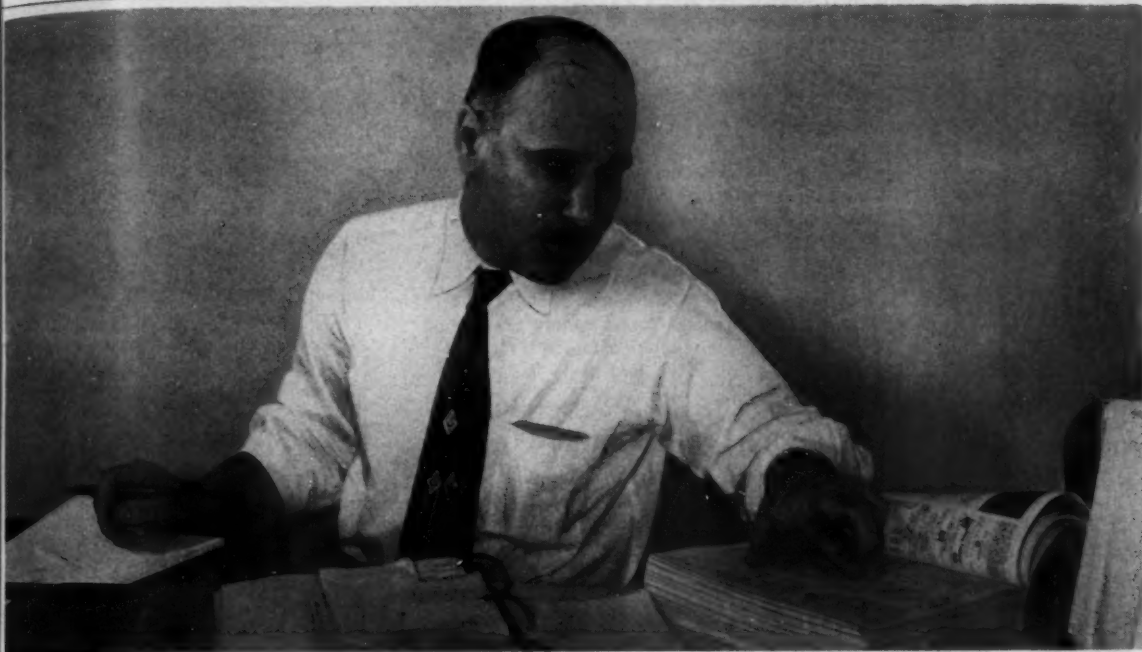
## Spot Radio

Minute rates on Spot Radio are currently 20 per cent less than they were during the 1950-1952 base period. A year ago, they were 23 per cent below the base.

## Spot Television

Current Spot Television minute time charges are 229 per cent higher than during 1950-1952. They were 214 per cent higher than during the base period a year ago.





## Good media promotion goes right into reports to clients"

says Dino G. Valz, Media Director,  
Sutherland-Abbott, Boston, Mass.

"I'll say there's been a definite improvement in recent years in the type of information provided by media. Today most of them talk facts and have figures to back them up."

Mr. Valz made these comments at the outset of an interview which was a part of STANDARD RATE & DATA's continuing study of buyer-seller relations in the advertising business. Mr. Valz expanded his views on the subject:

"This improvement appears in every phase of a medium's contact with us. Our relationship with media representatives has improved. They work more with us on our problems and provide information that helps us in our market and media analysis work.

"Equally notable is the usefulness of the printed material supplied to us. Often the information we receive is in a form that is readily useable. Just recently a publisher sent me a brochure that did a wonderful job of presenting information about the electronic market and I'll be frank to say that I took the piece, condensed it, and made its contents a very important portion of my market analysis report to the client. I double-checked the figures, of course, against other available market data — much of it from reliable publications — but this particular piece stated the case so succinctly that it was convenient for me to lift parts of it bodily and put them in my report.

"I think there's been a very noticeable improvement in media space advertising, too — particularly in the ads appearing in STANDARD RATE & DATA. Since I'm using STANDARD RATE & DATA books all the time, I'm apt to be more aware of the ads in there. And more critical, too. When you are working in a particular section or a particular market, you need

(continued on following page)

(continued from previous page)

good information. You're looking for it at that time. So you're apt to be more impressed and appreciative of the facts that you can gather from an ad, or more disappointed when you see an ad that promises something but doesn't give it.

"I'd say the general run of ads in STANDARD RATE & DATA are helpful. They give us the information we need in our market and media analysis work, like data on readers or audience, editorial content, market and coverage information, lineage by advertising classifications and other useful material."

Illustrated on this spread and on the following page you will find a variety of useful Service-Ads that contain the kinds of information buyers of advertising say they like to find when they're using SRDS to select markets and media. You'll find many like them each month in SRDS.

## Good Service-Ads engender good will

Anyone with advertising space or time to sell could quite properly conclude from Dino Valz' remarks

(and from the statements of many others whose comments have been reported in SRDS field research material for nearly eleven years) that the seller of advertising has a unique opportunity in SRDS to engender the good will of his prospects by providing useful measures of media values to help them make the best buys for each advertising program. This is good public relations with a direct sales effect.

And, as Mr. Valz points out, failure to provide the useful information a Service-Ad seems to promise can be very poor customer relations indeed. After all, you'll never find a man using SRDS unless he is in quest of information about markets or media—perhaps both. He's in a buying mood. He's relaxing. He's working at the job of comparing and selecting markets and media for specific programs.

The more he knows about your medium the more likely he is to put you on a schedule, keep you on a schedule, fight for a bigger share of the budget for your market or your medium.

**INDIANA**

**STAR AND NEWS**

**INDIANAPOLIS**

*only... The STAR and The NEWS Cover This Rich Market So Completely... So Thoroughly!*

**ON SUNDAYS**

Over 511,000 homes in Indiana receive The Indianapolis Sunday Star, more than the combined circulation of the three next largest Sunday papers in the state. This provides you with unmatched 49.2 per cent average coverage of the entire 45-county area. Sunday Star circulation is keeping pace, having gained more than 10,000 readers for the past six consecutive years.

**ON WEEKDAYS**

The Indianapolis Star in the morning and The Indianapolis News in the evening reach 78.4 per cent of the families in the 45-county area, and provide continuous coverage in metropolitan Indianapolis. Total circulation at your disposal daily tops 100,000.

Indiana's Two Largest Newspapers

**THE INDIANAPOLIS STAR and THE INDIANAPOLIS NEWS**

**CENTER OF A 3 BILLION DOLLAR MARKET**

where people buy more because they actually have more

INDIANAPOLIS STAR AND INDIANAPOLIS NEWS—Sunday and weekday coverage of 45-county area; comparative coverage data on ABC City Zone, Retail Zone; population, retail sales and income by zones; simplify your newspaper analysis in Indianapolis, Ind.

CKRC — Winnipeg, Manitoba  
Briefs on five different sports program opportunities during the Canadian football season.

**CKRC COVERS THE FOOTBALL SEASON in MANITOBA**

**Johnny Dawe and His Sports...**  
The Sports writers and broadcasters report plus, Neil Grant, coach of the Winnipeg Blue Bombers, exclusively on CKRC Mon-Fri, 6-8 p.m.

**Football Medley...**  
A Program update roundup before every game broadcast.

**Post Game Roundup...**  
A Summary by football personalities following every game broadcast.

**Football News...**  
Reports from commentators in the 4 other major cities. Fri, 10:30 p.m.

Super ALL-CANADA RADIO FACILITY to U.S.A. WED 9 P.M.

**radio 630 CKRC**  
WINNIPEG MANITOBA

Canadian Radio Station



▲KGNC — Amarillo, Texas  
 "Acetate" Service-Ad overlays map of the Lone Star State, for quick, documented picture of coverage area, thumbnails of program personalities, near the Texas market data in SRDS, to help you evaluate advertising opportunities in upper Texas.

# Class 2—Diversified Farming & Farm Homes

CALIFORNIA FARMER

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

# CALIFORNIA CASH FARM INCOME

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

91% THREE U. S. AVERAGE

California Cash Farm Income

▲CALIFORNIA FARMER — Cash farm income growth in California in past eleven years; total net paid ABC and total California farms from U.S. Census.

**THE CALIF.-ORE. TV TRIO**

BRIDGE THE GAP between San Francisco and Portland with EXCLUSIVE VHF Coverage on Channels 2, 3 and 5.

**KOTI** CHANNEL 2  
**KIEM** CHANNEL 3  
**KDES** CHANNEL 5

These markets — one billing

**MARKET FACTS**  
 POPULATION 350,330  
 FAMILIES 115,740  
 TV FAMILIES 85,154  
 RETAIL SALES \$481,800,000  
 CONSUMER SPENDING \$416,357,000

For CALIF.-ORE. TV TRIO and Blue Network, Inc.  
 1000 Broadway, New York 10, N.Y.

**SPOT TELEVISION STATIONS**

**CALIF.-ORE. TV TRIO** ... the SMULLIN TV stations bridge the gap between San Francisco and Portland with EXCLUSIVE VHF coverage on Channels 2, 3 & 5.

**KIEM • KBES • KOTI**

**MARKET FACTS**  
 POPULATION 350,330  
 FAMILIES 115,740  
 TV FAMILIES 85,154  
 RETAIL SALES \$481,800,000  
 CONSUMER SPENDING \$416,357,000

For CALIF.-ORE. TV TRIO and Blue Network, Inc.  
 1000 Broadway, New York 10, N.Y.

**SPOT TELEVISION STATIONS**

**23—GENERAL EDITORIAL—**  
 See also  
 36—Newspaper Distribution Magazine

**ABC INFORMATION**  
 CIRCULATION ABC net paid program 2,474,353 ABC gross program 2,474,353 ABC net paid program 2,474,353

**STARCH INFORMATION**  
 STARCHES Adult Primary Reader 1958 1,497,000 Adult Primary Reader 1959 1,510,000 Adult Primary Reader 1960 1,523,000

**EDUCATION**  
 Adult reader 19,475 College educated 15,475 High school 15,475 College educated 15,475

**RESEARCH**  
 Adult reader 19,475 College educated 15,475 High school 15,475 College educated 15,475

**AMERICAN LEGION Magazine, The**

**LEGION**

THE AMERICAN, NEW YORK, N.Y.

**Consumer Magazine**

▲KIEM — Eureka, Cal., KBES — Medford, Ore.  
 KOTI — Klamath Falls, Ore.  
 Simplified coverage map and market facts — population, families, TV families, retail sales and C.S.I. — where you'll want to find them — near the California Market Data, and also next to the KIEM listing.

▲AMERICAN LEGION — Starch data on reader characteristics, briefed story of circulation in small-to-medium size towns, plus a thumbnail of editorial pattern.

(continued on following page)



(continued from the preceding page)

# Service-Ads in SRDS help agencies and advertisers buy space and time

## Class 51—Grocery

### Supermarket News

4 National Publications, 12 issues per year, 1980 circulation 1,000,000. This is a new publication for the food industry. It is a weekly publication that provides information on the food industry. It is a must-read for anyone in the food industry.

1980 circulation 1,000,000. This is a new publication for the food industry. It is a weekly publication that provides information on the food industry. It is a must-read for anyone in the food industry.

1980 circulation 1,000,000. This is a new publication for the food industry. It is a weekly publication that provides information on the food industry. It is a must-read for anyone in the food industry.

1980 circulation 1,000,000. This is a new publication for the food industry. It is a weekly publication that provides information on the food industry. It is a must-read for anyone in the food industry.

1980 circulation 1,000,000. This is a new publication for the food industry. It is a weekly publication that provides information on the food industry. It is a must-read for anyone in the food industry.



## SUPERMARKET NEWS DELIVERS

► 50% More Paid Circulation Among Owners and Executives of Chain and Independent Supermarkets and Food Stores

► 8 Times More Paid Circulation Among Voluntary and Cooperative Group Headquarters, Wholesalers and Distributors

Category	1979	1980
Total Paid Circulation	1,000,000	1,500,000
Chain and Independent Supermarkets and Food Stores	500,000	750,000
Voluntary and Cooperative Group Headquarters, Wholesalers and Distributors	500,000	4,000,000
Other	0	0

1980 circulation 1,000,000. This is a new publication for the food industry. It is a weekly publication that provides information on the food industry. It is a must-read for anyone in the food industry.

## THE MARKET

Food store sales (all categories of food stores) in 1980 totaled \$40,000,000,000. Supermarkets and convenience grocery stores accounted for \$20,000,000,000 or 50% of this total.

A market characteristic of the food store industry today is the concentration of sales in supermarkets. Supermarkets are the primary food store type for the future.

According to the 1980 Census of Retail Trade, there were 21,000 supermarkets and grocery stores with sales of \$100,000 or more. These 21,000 stores (17.7% of the 118,000 grocery stores reported in 1980) had sales of \$100,000,000 or more.

1980 circulation 1,000,000. This is a new publication for the food industry. It is a weekly publication that provides information on the food industry. It is a must-read for anyone in the food industry.

1980 circulation 1,000,000. This is a new publication for the food industry. It is a weekly publication that provides information on the food industry. It is a must-read for anyone in the food industry.

## INDUSTRY AND DEVELOPMENT

Supermarkets continue to dominate the food store market. They are the primary food store type for the future.

1980 circulation 1,000,000. This is a new publication for the food industry. It is a weekly publication that provides information on the food industry. It is a must-read for anyone in the food industry.

1980 circulation 1,000,000. This is a new publication for the food industry. It is a weekly publication that provides information on the food industry. It is a must-read for anyone in the food industry.

1980 circulation 1,000,000. This is a new publication for the food industry. It is a weekly publication that provides information on the food industry. It is a must-read for anyone in the food industry.

1980 circulation 1,000,000. This is a new publication for the food industry. It is a weekly publication that provides information on the food industry. It is a must-read for anyone in the food industry.

## ADVERTISING

1980 circulation 1,000,000. This is a new publication for the food industry. It is a weekly publication that provides information on the food industry. It is a must-read for anyone in the food industry.

1980 circulation 1,000,000. This is a new publication for the food industry. It is a weekly publication that provides information on the food industry. It is a must-read for anyone in the food industry.

1980 circulation 1,000,000. This is a new publication for the food industry. It is a weekly publication that provides information on the food industry. It is a must-read for anyone in the food industry.

1980 circulation 1,000,000. This is a new publication for the food industry. It is a weekly publication that provides information on the food industry. It is a must-read for anyone in the food industry.

1980 circulation 1,000,000. This is a new publication for the food industry. It is a weekly publication that provides information on the food industry. It is a must-read for anyone in the food industry.

**► SUPERMARKET NEWS —** Information on the market, its editorial service, circulation and advertising volume growth, presented compactly and in readily useable form.

## SRDS Service Salesmen can help you fit your own promotion to the media-buying pattern

For eleven years *Standard Rate's* Service Salesmen have had continuous access to the field reports of interviews with people in agency and advertiser organizations who participate in the media-buying function. Each SRDS representative possesses a considerable storehouse of practical and highly useable information on the things that influence buying decisions and the kinds of information that help form decisions—whether in the preliminary, intermediate or final stages of media selection. The SRDS man who calls on you will be very happy to

sit down with you and review your own sales and sales promotion objectives. He can cull from his own analysis of the SRDS research and from his working relationship with many other media owners, the most pertinent information and ideas that will help you present the special values of your medium in terms that buyers can use to their advantage... and most assuredly to yours.

If you'd like specific information applicable to your own promotional approach in advance of the next SRDS Service Salesman's call, write to the nearest SRDS office listed on this page.



## Promotion Handbooks Available

Interesting and informative 54-page *Consumer Magazine Handbook* summarizes and analyzes the viewpoints, practices and needs of those who buy space in consumer magazines. This digest of hundreds of interviews with buyers of magazine space offers a revealing glimpse of the decision side of the media-buying desk in terms of what you can do to influence the people your representatives must sell.



A newly revised *Business Publication Promotion Handbook* reflects the significant findings of field research conducted throughout the eight years that have ensued since the first book was prepared. It contains a new chapter on the spread of media evaluation and schedule planning through all twelve months of the year.

Copies of both the *Business Publication* and *Consumer Magazine Handbooks* are available at no cost to publishers and their staffs.



## SRDS Standard Rate & Data Service, Inc.

The national authority serving the media-buying function  
Walter E. Botthof, Publisher

Sales Offices: New York, 420 Lexington Ave.; Evanston, Ill., 1740 Ridge Ave.; Los Angeles, Don Harway & Co., 1709 W. Eighth Street



## MARKET STUDIES:

### TWO ALCOHOLIC DRINKING REPORTS

*Cue* has released results of a survey of drinking habits among its readers. Based on 1,202 returned questionnaires (of 4,726 distributed) *Cue* found that 91 per cent of its readers drink whisky and 76 per cent ask for drinks by brand name. Other results show that 76 per cent of the respondents prefer to stay in one drinking place when "on the town," and 79 per cent prefer places with atmosphere to well-lighted establishments. Seventy-seven per cent said that they occasionally drive several miles to a favorite dining-drinking spot.

Thirty-two per cent reported having one drink before dinner, 34 per cent take two, and 18 per cent just eat. Others, however, have as many as four. Among drinks, Scotch was found to make the most popular highball, whisky sour was the leading whisky cocktail, and the martini led gin drinks in popularity.

On the "soft" liquor side, 40 per cent said that they like wine with meals and 80 per cent prefer beer, to ale.

Eighty-five per cent of the *Cue* reading respondents reported giving liquor as gifts.

*Newsweek* has published its seventh annual report on magazine advertising investments by the alcoholic beverage industries. New features of this report, covering 1957, include statistics on wine and malt beverage advertising, and an index of brands and suppliers.

The report's figures show a total of \$30,950,042. Spent by distilled spirits last year for 3,158 pages of magazine space, an 11.9 per cent gain over 1956.

Magazines benefiting most were *The New Yorker* (548 pages), *Life* (288), *Newsweek* (270) and *Time* (248). These four, plus the next two leaders, *Cue* and *Sports Illustrated*, accounted for 56.4 per cent of all magazine space in this classification.

*Miss* has released results of a reader survey indicating that 90.5

per cent of its readers fall into the 14-18 age bracket. Based on 1,990 questionnaires selected at random from some 15,000 returns (questionnaire was printed in *Miss'* first issue), the study also reports numbers of siblings, college plans, allowances, movie record listening, reading, and dating habits, and cooking abilities of readers.

More than 66 per cent planned to go to college, and 46.4 per cent reported allowances between \$5 and \$12.50, and 22.3 per cent said they go steady.

*Reader's Digest* has published results of its study of the audience of *Selecciones*, the *Digest's* Mexican Edition. An unduplicated total of 97 per cent of heads of Mexican households buying *Selecciones* are engaged in business, the professions, and government work, says the report. Of the business men, 35 per cent are said to be owners, partners, directors, or senior executives. Ages of 77 per cent of subscribers and newsstand buyers (only these persons were questioned) fell between 18 and 45, and 63 per cent were married. Other results indicate that 66 per cent of paying readers attended high school, and 32 per cent attended college.

Of the survey's 1,231 respondents (200 replying to personal interviews, 1,031 completing mailed questionnaires) 45 per cent owned homes, 37 per cent automobiles, 95 per cent owned radios, and 56 per cent owned television sets. The television figure applies to Mexico City only. Forty-three per cent of the respondents reported having read *Selecciones* for more than ten years, and 84 per cent said that they saved copies for future reference.

#### HARPER'S BAZAAR

A 3.2 per cent lineage gain for the first four issues of 1958 is reported by *Harper's Bazaar*. This represents a gain of 12½ advertising pages for the January through April issues.

#### NEW RATE CARD

ABC Television's new Rate Card No. 8 continues to offer a maximum discount of 32½ per cent. The discount on each firm time period contracted on an every week basis for 52 consecutive weeks is increased from five to seven per cent.

300 FIFTH AVE., NEW YORK 36, N.Y., Phone/Telex 6-4720 • 35 E. WACKER DRIVE, CHICAGO 1, ILL., Franklin 2-8570

Transit Advertising in 430 cities, one contact, one billing, call—  
**MUTUAL TRANSPORTATION ADVERTISING, Inc.**

For Complete Information on

"BIG In Size"—These 2 1/2 x 12 ft. paper Posters are applied to mosaic panels on the side of the bus.

"BIG In Coverage"—Your Poster will be stopped one-thousand times a day in key, eye-level, locations—up-town, downtown—in shopping centers.

The **NEW** King-Sized Posters Are BIG In Every Way

BIRDS EYE FREEZES FLAVOR





New...a monthly magazine that deals exclusively with office automation and systems

MANAGEMENT and BUSINESS AUTOMATION will be the first magazine published that deals exclusively with applications of automation and systems to business operations outside the assembly line and laboratory. The publication will herald a new era for management in commerce, industry and government.

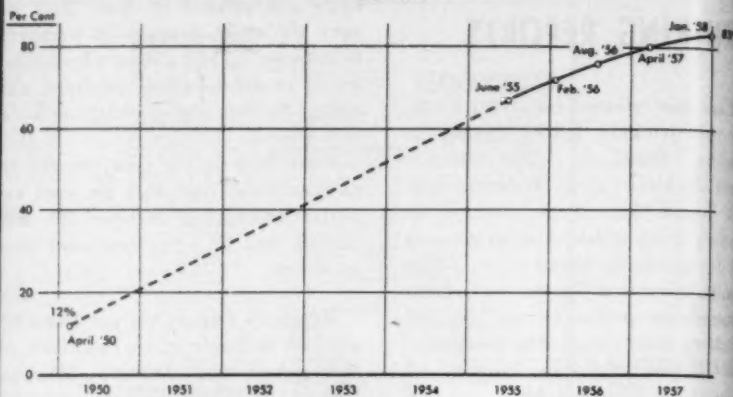
Advertising will be accepted beginning with the special Preview Edition of October, 1958. Published by the publishers of OFFICE APPLIANCES MAGAZINE. Write, wire or phone for dummy and descriptive brochure today.

## MANAGEMENT and BUSINESS AUTOMATION

100 East 42nd St., New York 17, MUrray Hill 2-2373  
600 West Jackson Blvd., Chicago 6, DEarborn 2-3206  
5720 Wilshire Blvd., Los Angeles 36, WEbster 8-3881

## MEDIA STUDIES OF THE MONTH:

### GROWTH IN TELEVISION PENETRATION 1950-1958



Source: Estimates by A.R.F. based on data from U.S. Bureau of the Census.

Copyright 1958 by Advertising Research Foundation, Inc.

Advertising Research Foundation has published the fifth report of its series, "National Survey of Television Sets in U.S. Households - January 1958." Results, based on data from the Census Bureau's Current Population Survey, show that 83 per cent, or nearly 42 million U.S. homes had at least one television set in January. These figures reflect an increase of nearly 10 million television households since June 1955, and almost 37

million since 1950. This percentage increase is shown in the chart above.

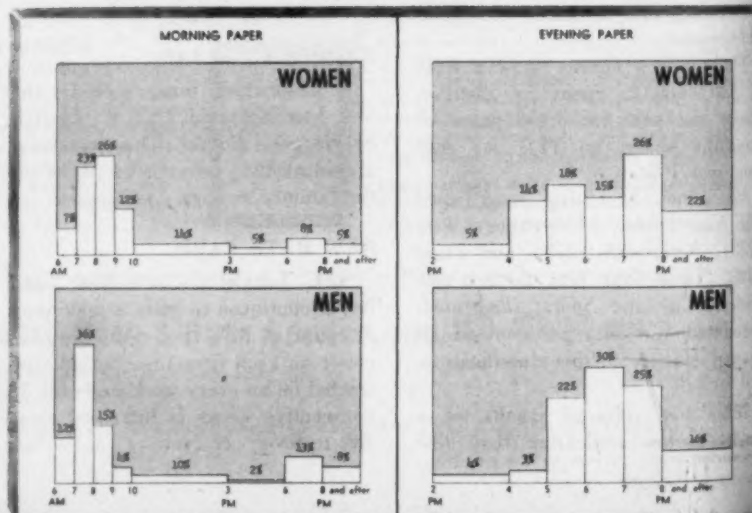
Multiple set households, according to the report, increased to 3.4 million, or three times as many as in June 1955. The average number of sets per household was found to be 1.09, and one of every 12 television households was said to have more than one set. Survey costs were borne by the television networks, TvB, and National Assn. of Broadcasters.

The Richmond Times-Dispatch and Richmond News Leader have released a folder mapping and listing counties within their primary circulation area. Number of families, circulation for Sundays, mornings, evenings, and a combination of morning

and evening circulation, plus percentages of family coverage for each period are given for each county. Charts indicate hours of readership for the morning paper (*Times-Dispatch*) and for evening paper (*News Leader*) for men and for women.

Data based on a mail survey of 2,004 adult readers of the evening *News Leader* and the morning *Times-Dispatch*, Richmond, Va.

### AT WHAT HOUR IS A DAILY PAPER READ?



# VIDEODEX NATIONAL RATING ANALYSIS April 1-7, 1958 — Top Five Programs Daily\*

## SUNDAY

Show	Rating	Network	Sponsor
1 Dinah Shore.....	31.5%	NBC	Chevrolet
2 Maverick.....	29.3	ABC	Kaiser
3 G. E. Theatre.....	28.4	CBS	General Electric
4 Loretta Young.....	27.7	NBC	Procter & Gamble
5 Steve Allen.....	27.6	NBC	Greyhound, U. S. Time

## MONDAY

1 Wells Fargo.....	37.3%	NBC	Buick
2 Danny Thomas.....	35.8	CBS	General Foods
3 Restless Gun.....	33.3	NBC	Warner-Lambert
4 December Bride.....	26.8	CBS	General Foods
5 Studio One.....	24.8	CBS	Westinghouse

## TUESDAY

1 Wyatt Earp.....	35.0%	ABC	General Mills, P & G
2 Bob Cummings.....	28.3	NBC	R. J. Reynolds, Chesebrough-Pond's
3 Sugarfoot.....	28.0	ABC	American Chicle, Luden's, Colgate-Palmolive
4 Adventures of McGraw.....	26.8	NBC	Procter & Gamble
5 Californians.....	25.4	NBC	Lipton, Lever

## WEDNESDAY

1 Kraft Theatre.....	29.3%	NBC	Kraft
2 Father Knows Best.....	27.4	NBC	Scott
3 Wagon Train.....	24.5	NBC	Drackett, Lewis Howe
4 I've Got a Secret.....	24.5	CBS	R. J. Reynolds
5 Circle Theatre.....	23.7	CBS	Armstrong Cork

## THURSDAY

1 Tennessee Ernie Ford.....	28.0%	NBC	Ford
2 Real McCoys.....	27.4	ABC	Sylvania
3 Playhouse 90.....	26.4	CBS	Bristol-Myers, American Gas, R. J. Reynolds, Chemstrand, Kimberly-Clark, Allstate
4 You Bet Your Life.....	25.7	NBC	Toni
5 Climax.....	25.2	CBS	Chrysler

## FRIDAY

1 Line Up.....	30.8%	CBS	Brown & Williamson, P & G
2 Schlitz Playhouse.....	28.7	CBS	Schlitz Brewing
3 Zane Grey.....	27.6	CBS	General Foods, Ford
4 Person to Person.....	24.6	CBS	American Oil, Hamm, Life
5 Trackdown.....	24.5	CBS	American Tobacco, Socony Mobil

## SATURDAY

1 Perry Como.....	40.0%	NBC	Sunbeam, RCA-Whirlpool, Kromark
2 Gunsmoke.....	39.5	CBS	Liggett & Myers, Remington Rand
3 Bob Hope.....	32.0	NBC	Johnson Motors, Dutch Masters
4 Have Gun, Will Travel.....	29.7	CBS	Lever, Whitehall
5 Lawrence Welk.....	26.3	ABC	Dodge

\* Figures indicate percentage of all TV homes viewing program in question at its time period in market areas covered.

Media/Scope, June 1958

# Advertising Index

Advertising Council, Inc.....	57
McCann-Erickson, Inc.....	
Bakers Weekly.....	2
The Schuyler Hopper Company.....	
Boston Globe.....	44, 45
John C. Dowd, Inc.....	
Boston Herald Traveler.....	35
James Thomas Chirug Company.....	
Chicago Daily News.....	8
Batten, Barton, Durstine & Osborn, Inc.....	
Cincinnati Enquirer.....	50
Stockton, West Burkhardt, Inc.....	
Contractors & Engineers.....	4
Richard La Fond Advertising, Inc.....	
Family Weekly.....	22
Harry M. Sturges & Associates.....	
Farm Journal.....	48
Lewis & Gilman, Inc.....	
Girl Scout Leader.....	60
Hamilton Spectator.....	52
James Lovick & Company, Ltd.....	
Hitchcock Publishing Company.....	15
Connor Associates.....	
Ladies Home Journal.....	3rd Cover
Doherty, Clifford, Steers & Shenfeld, Inc.....	
Life.....	7
Young & Rubicam, Inc.....	
Long Beach Independent Press-Telegram.....	12
Max W. Becker, Advertising.....	
Machine Design.....	19
Beaumont, Heller & Sperling, Inc.....	
Management & Business Automation.....	70
Calkins & Holden, Inc.....	
McGraw-Hill Publishing Company, Inc.....	2nd Cover
Fuller & Smith & Ross, Inc.....	
McGraw-Hill Publishing Company, Inc.....	59
Fuller & Smith & Ross, Inc.....	
Mutual Transportation Advertising.....	69
Harry M. Sturges & Associates.....	
NBC Radio Network.....	16, 17
Grey Advertising Agency, Inc.....	
NBC Spot Sales.....	42
Grey Advertising Agency, Inc.....	
The New Yorker.....	4th Cover
Anderson & Cairns, Inc.....	
Newsweek.....	11
Bryan Houston, Inc.....	
Outdoor Advertising Inc.....	20
Al Paul Lefton Company, Inc.....	
Philadelphia Evening & Sunday Bulletin.....	62
N. W. Ayer & Sons, Inc.....	
Saturday Evening Post.....	36, 37
Batten, Barton, Durstine & Osborn, Inc.....	
Shubert Company, Allan E.....	40
Mackes & Taylor, Inc.....	
Southam Newspapers.....	1
James Lovick Company, Ltd.....	
Standard Rate & Data Service.....	65, 66, 67, 68
The Schuyler Hopper Company.....	
Thomas' Register.....	14
W. N. Hudson, Advertising.....	
Tourist Court Journal.....	13
Hal Stebbins, Inc.....	
WDIA—Radio Station—Memphis.....	61
Brick Muller & Associates.....	



## HIGHER PRICES FOR NEWSPAPERS

Last December 31, the Altoona (Pa.) *Tribune* published this notice to its readers:

*With this edition, the Altoona Tribune will cease operations after 102 years of continuous publication and service to this community. It is with extreme regret that the management of the Altoona Tribune makes this announcement. However, due to constantly rising costs of production, in labor and materials, it has been found to be impossible to continue publication upon the high standards of news coverage and community service which always have been our aim.*

Death of a gallant old newspaper is a very sad thing for anyone, especially those who have a bit of printer's ink in their blood, but it is of general concern to buyers of media because the trend over the years has continually reduced the number of papers. Since 1924, there has been a net loss of 833 daily newspapers in the United States and Canada in spite of new dailies started during that period. Thirty-five of these newspapers have suspended since 1954. According to the ANPA, seven new dailies in the U. S. and four in Canada started publication during 1957, while 12 U. S. dailies suspended, merged, or went to weekly or semi-weekly newspapers and three Canadian newspapers suspended publication.

The difficulties facing the newspapers are somewhat similar to those facing the consumer magazines: rising costs, dwindling net income. The situation that holds with the magazines is spelled out with considerable detail elsewhere in this issue in a study by James B. Kobak. Mr. Kobak's prescription for the magazines is twofold: 1) Higher advertising rates; 2) Higher circulation prices. He has shown in reference to the latter item for instance, that both single-copy and subscription prices of magazines have gone up since 1940 much less than indexes of hourly wages, wholesale prices, and the cost of living.

One of these days we shall publish a study of the newspaper business that will examine the same factors that Mr. Kobak discussed in reference to magazines. But in

the meantime, it may be useful to look at some data from the ANPA on the trend in circulation rate changes. The trend is upward, and this is good. Of 1,296 daily newspapers reporting to ANPA, 524 increased circulation prices in 1957. In 1956, there were 253 of 1,082 newspapers reporting increased circulation prices. These newspapers include U. S. English-language and foreign language dailies, and daily newspapers in Canada, Alaska, Hawaii, and Puerto Rico. The reason given by the publishers is "Steadily rising production costs and wages in every classification of newspaper employees."

Among 1,720 daily newspapers in the U. S., 564 now have single-copy prices of 6, 7, or 10 cents; this is 185 more than in April 1957. Of these 564 papers, 57 now charge 6 cents, 395 charge 7 cents, and 112 charge 10 cents. There were only 249 seven-cent and 61 ten-cent newspapers in April 1957. The five-cent newspapers have dwindled. Only 1,135 now sell for 5 cents, a decrease of 193 from 1957, and 459 less than in 1951, when the largest number of newspapers sold for 5 cents. Prices of Sunday newspapers have also increased, with seven selling for 25 cents, 80 for 20 cents, and 198 for 10 cents, compared with 237 selling for 10 cents in 1957.

There is no greater value that a person gets for a small expenditure than his newspapers, whatever their frequency. The last time I counted the pages in my *New York Times* they totalled some 400, and all this for 25 cents! I should be quite willing to pay a dollar. Yet there are only seven Sunday newspapers in the U. S. that sell for as much as 25 cents, and as late as 1954 there were none.

The trend is strong for higher single-copy prices for newspapers. All newspapers should take advantage of this trend wherever competitive situations make it possible, because no merchandise is so underpriced at this stage in our economy.

ROGER BARTON  
Editor



ta from  
res. The  
y new-  
ulation  
2 new-  
e new-  
gn la-  
Alaska.  
ne pub-  
gon in

54 now  
is 185  
57 now  
arge 10  
en-ent  
rs have  
ease of  
en the  
ices of  
selling  
nts, a

a small  
r fre-  
y New  
for 25  
t there  
at oil  
e were

es for  
age of  
t pe-  
at this

N

T

P

R

0

E

E

AV

er

# TRACK No. 1

## Is your advertising on the right track?

### No. 1 in circulation

—Ladies' Home Journal circulation has just reached an all-time high—over 5,780,000\*!

### No. 1 in newsstand sales

—At the newsstands, the Journal continues to outsell—and by a wide margin—all other women's magazines.

### No. 1 in advertising

—Advertisers continue to invest more money—and by a wide margin—in the Journal than in any other women's magazine. The first quarter of 1958 was the biggest on record!

### No. 1 in important P.I.B. classifications

To name a few—Toiletries & Toilet Goods...Drugs & Remedies... Food & Food Products...Household Furnishings...Soaps, Cleansers & Polishes.

### No. 1 in merchandising

—Ladies' Home Journal continues to lead in merchandising services for grocery, drug, appliance, home-furnishings, jewelry and department stores. In the grocery field, the *Bell Ringer* is the most widely used advertising and promotion service in the industry!

*You're No. 1 in her mind when you're in her No. 1 magazine*

Ladies'  
Home  
**JOURNAL**

A CURTIS PUBLICATION

\*Publisher's estimate first quarter average 1958